



## The emergence of a fourth pillar in Dutch development cooperation

*A critical discourse analysis of the development discourse associated with good development cooperation in the Netherlands*



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## Executive Summary

Traditionally, development cooperation has been composed of ‘three pillars’ and has been the playing field of governments (first pillar), multilateral institutions (second pillar) and established development NGOs (third pillar). In the last decade, however, other actors in Northern countries (such as trade unions, groups of friends, schools, business, migrant organisations) have actively shown interest in development related activities and in developing and implementing development orientated initiatives in the South. Although they do not belong to the community of development specialists and are often overlooked in the discourse on and studies about development cooperation, their number and importance within the development field may not be underestimated. These other actors are defined as the fourth pillar of development cooperation that constitutes mainly Private Initiatives. Friends of the Khong District Foundation is a Dutch rooted Private Initiative active in Lao PDR.

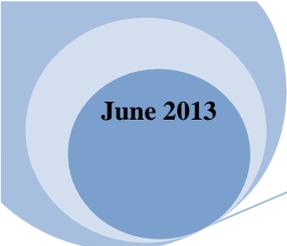
Over the last few years, traditional development cooperation is being criticized for being too-little-too-late, ineffective, inefficient, incoherent, uncoordinated, non-transparent, unaccountable and even illegitimate. Simultaneously, the new fourth pillar of private initiatives is emerging and is seriously challenging the traditional actors of development cooperation. The development cooperation sector knows plenty of latent contradictions and conflicts. This diversity implies that traditional development cooperation has never been able to define what good development cooperation is. Even the Paris Declaration on Aid Effectiveness is not very helpful in the search for a definition of the term ‘good development cooperation’. Still, continuous public support depends on a clear understanding of what good development cooperation is.

In our quest to find the answer to what ‘good development cooperation’ is, analysis on all four pillars based on a case study indicates that traditional development cooperation has a better chance to contribute a high social performance than the new fourth pillar of Private Initiatives and that researchers in general favour traditional development cooperation. In addition, Critical Discourse Analysis, guided by the theory of Norman Fairclough, shows that the Dutch media seem to stay loyal to traditional development cooperation. Moreover, the Dutch media influence donor opinion. The outcome of this report is to make people aware of the fact that Private Initiatives still seem to be in transparent compared to their traditional counterparts. As for the future of Private Initiatives in the Netherlands, it would be somewhat premature to say what is to become of them.

## Table of Contents

Executive Summary .....	2
Table of Contents .....	3
Acknowledgements .....	6
List of Abbreviations.....	7
Introduction .....	9
1. Methodology .....	13
1.1 Critical Discourse Analysis.....	13
1.2 Fairclough’s three-dimensional model.....	15
2. The Dutch development sector.....	21
2.1 The traditional three pillars of development co-operation .....	21
2.1.1 Definition and meaning.....	21
2.1.2 Operation structure and its challenges.....	21
2.2 The emergence of a fourth pillar .....	23
2.2.1 Definition and meaning.....	23
2.2.2 Children of Globalisation .....	24
2.2.3 Characteristics of private initiatives.....	25
2.2.4 Motives.....	25
2.2.5 Vision .....	26
2.2.6 Behaviour towards subsidising channels .....	26
2.2.7 Contribution .....	27
2.3 Critique.....	27
3. Dutch development discourse .....	30
3.1 Good Development Cooperation.....	30
3.2 Friends of the Khong District Foundation.....	31
3.2.1 Mission and Vision.....	32
3.2.2 An overview of Lao PDR.....	32
3.2.3 Fundraising.....	34
3.2.4 Discourse.....	35

3.3	PURE! for kids .....	35
3.3.1	Mission and Vision.....	36
3.3.2	Fundraising.....	36
3.3.3	Discourse.....	36
3.4	Stichting Pijnackernaren helpen Armenie.....	36
3.4.1	Mission and Vision.....	37
3.4.2	Fundraising.....	37
3.4.3	Discourse.....	37
3.5	Read to Grow .....	37
3.5.1	Mission and Vision.....	38
3.5.2	Fundraising.....	38
3.5.3	Discourse.....	38
3.6	Oxfam NOVIB .....	38
3.6.1	Mission and Vision.....	39
3.6.2	Fundraising.....	39
3.6.3	Discourse.....	39
3.7	Plan Nederland .....	40
3.7.1	Mission and Vision.....	40
3.7.2	Fundraising.....	40
3.7.3	Discourse.....	40
3.8	UNICEF .....	41
3.8.1	Mission and Vision.....	41
3.8.2	Fundraising.....	41
3.8.3	Discourse.....	41
3.9	Stichting Wilde Ganzen .....	42
3.9.1	Mission and Vision.....	42
3.9.2	Fundraising.....	43
3.9.3	Discourse.....	43
3.10	The role of the Dutch media in development discourse .....	43
4	Conclusion.....	47
	References.....	48
	List of Appendices .....	56



Appendix 1 .....	57
Appendix 2 .....	58
Appendix 3 .....	59
Appendix 4 .....	61
Appendix 5 .....	64
Appendix 6 .....	72
Appendix 7 .....	74
Appendix 8 .....	78



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## List of Abbreviations

<b>AD</b>	Algemeen Dagblad
<b>ANP</b>	Algemeen Nederlands Persbureau
<b>CEO</b>	Chief Executive Officer
<b>CIDIN</b>	Centre for International Development Issues Nijmegen
<b>CSO</b>	Civil Society Organization
<b>D66</b>	Democrats 66
<b>DA</b>	Discourse Analysis
<b>DfID</b>	Department for International Development
<b>DGIS</b>	Netherlands' Directorate-General for International Cooperation
<b>FKDF</b>	Friends of the Khong District Foundation
<b>GDP</b>	Gross Domestic Product
<b>HIVA</b>	Research Institute for Work and Society Leuven
<b>IGO</b>	International Governmental Organization
<b>IMF</b>	International Monetary Fund
<b>INGO</b>	International Non-governmental organization
<b>IPSI</b>	Initiatives Populaire de la Solidarité Internationale
<b>KCDA</b>	Khong Committee Development Association
<b>KDC</b>	Khong Development Committee
<b>LAO PDR</b>	Lao People's Democratic Republic
<b>MDG</b>	Millennium Development Goal
<b>NCDO</b>	Dutch expertise and advisory centre for citizenship and international cooperation
<b>NGO</b>	Non-governmental organization
<b>PI</b>	Private Initiative
<b>ONODC</b>	United Nations Office on Drugs and Crime
<b>PR</b>	Public Relations
<b>SDC</b>	Swiss Agency for Development and Cooperation
<b>SIDA</b>	Swedish International Development Cooperation Agency
<b>U.K.</b>	United Kingdom
<b>UNDP</b>	United Nations Development Program
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNICEF</b>	United National International Children's Emergency Fund

<b>UNV</b>	United Nations Volunteers
<b>UN Women</b>	United Nations Women
<b>U.S.</b>	United States
<b>USAID</b>	United States Agency for International Development
<b>VAIS</b>	Flanders International Cooperation Agency
<b>VVD</b>	People's Party for Freedom and Democracy
<b>WFP</b>	World Food Program
<b>WHO</b>	World Health Organization

## Introduction

*Whether support levels for aid are low or high, what the numbers suggest is that people know very little about it. In most countries when aid budgets are reduced, there is little public protest, suggesting as well that support is a mile wide and an inch deep.*  
-Ian Smillie, 1998

*Traditionally, official development co-operation has been the playing field of governments, established development NGOs and multilateral institutions. In the last decade, however, other actors in Northern countries (such as trade unions, groups of friends, schools, business, migrant organisations) have actively shown interest in development related activities and in developing and implementing development orientated initiatives in the South. Although they do not belong to the community of development specialists and are often overlooked in the discourse on and studies about development cooperation, their number and importance within the development field may not be underestimated. These other actors are defined as the fourth pillar of development cooperation that constitutes mainly Private Initiatives. Friends of the Khong District Foundation is a Dutch originated Private Initiative active in Laos. The organisation has lost track on its role and positioning in the Netherlands and Laos in the constant and rapid changing environment of development aid. Research must give a new perspective on the future role of Friends of the Khong District Foundation and of Dutch Private Initiatives in general in development cooperation in Laos.*

In the span of fifty years, development cooperation has become a highly specialised sector spending over €500 billion a year. Notwithstanding its impressive record, the traditional development sector is facing an unprecedented crisis. According to Patrick Develtere of HIVA, this crisis has much to do with the inability of the sector to deal with new challenges such as global environmental degradation, rising insecurity and severe distortions in the market that minimize or even annihilate development cooperation efforts (Develtere, 2008). Paradoxically, the sector itself, policy makers and the population at large are trying to solve these problems as well while, at the same time, traditional development cooperation is being criticized for being too-little-too-late, ineffective, inefficient, incoherent, uncoordinated, non-transparent, unaccountable and even illegitimate (Develtere, 2008). Especially in the Netherlands this can be argued by Bouzoubaa and Brok, who quote Pollet and Develtere (2004) that their research shows that a high number of respondents thinks that the money spend on development cooperation has not been a good investment (as cited in Bouzoubaa, Brok, 2005, p.19). In addition, research of the NCDO (2002)

shows that the group of people with the opinion that the money spend on development cooperation has not been a good investment is becoming bigger (as cited in Bouzoubaa, Brok, 2005, p.19). Also, another research of Anker Solutions (2004) shows that there are concerns about whether it the money spend on development cooperation has been a good investment (as cited in Bouzoubaa, Brok, 2005, p.19).

Simultaneously, a new pillar is emerging. This is called “the fourth pillar of development cooperation” of private initiatives and is a relatively new phenomenon which has been extensively studied by the HIVA (Research Institute for Work and Society, Leuven). The Flemish International Cooperation Agency commissioned reports on this pillar. These new organizations have not stayed unnoticed for long within development cooperation in the Netherlands (Bouzoubaa, Brok, 2005). Former minister van Ardenne (2004) states for example that “these organizations will play an important role in development cooperation” (as found in Bouzoubaa, Brok, 2005).

The development cooperation sector knows plenty of latent contradictions and conflicts. Interest groups and strategic groups are fighting fierce wars for power, positions and penny. We see those who want to promote redistribution (globally and nationally) and those who favour growth (globally and nationally); those who urge for more attention for humanitarian catastrophes and those who call for preventive and structural solutions; those who see the State as the most legitimate player and those who prefer the dynamism and innovative capacity of the private sector; those who want everything to go to the bottom poor and those who see more benefit in investing in change agents who rarely belong to the poorer segments of society; those who defend technical assistance and those who are believers of the budget support approach; those who favour short-term projects and those who advocate long-term commitments and programs; those who plead for ownership of recipient countries and communities and those who believe that some donor ship and conditions are indispensable (Develtere, 2008).

“The implication here is that the traditional pillar has never been able to define what good development cooperation is” (Develtere, 2008). This can be argued by public support studies (EC 2005, NCDO 2009) which show that “European citizens combine an overall positive attitude towards the principle of aid with general scepticism toward its impact and effectiveness. Such studies also show that trust in the impact of aid, depends on the aid channel” (Kinsbergen, Schulpen, n.d.). Kinsbergen continues that “interestingly, intergovernmental organization

(multilateral channel) are seen as more trustworthy than governmental ones (bilateral channel), while private initiatives (philantral channel) often score better than their bigger counterparts (civilateral or NGO channel)” (Kinsbergen, Schulpen, n.d.).

Public opinion is flooded with contradictory messages coming from all these different strategic groups about what good development cooperation is. In the absence of a coherent discourse, the public opinion has started making its own cocktail. For the public good development cooperation is believed to be “quick wins realised by capable westerners who help with water, health and education, effectively controlling whatever is done with ‘our money’ particularly by corrupt governments and avoiding all unnecessary overhead costs” (Develtere, 2008). Of course, development cooperation specialists are frustrated with this naïve public opinion which is so much in contradiction with what they do. Even the Paris Declaration on Aid Effectiveness is not very helpful in the search for a definition of the term ‘good development cooperation’. Still, continuous public support depends on a clear understanding of what good development cooperation is.

But what is the definition of ‘good development cooperation’? What are the conditions for quality development cooperation and who decides the significance of good development cooperation? In this report, we will focus on good development cooperation in the Netherlands since Friends of the Khong District Foundation raises funds in the Netherlands and this specific discourse is only actual in the Netherlands. Friends of the Khong District Foundation is a Dutch rooted organization. Could the absence of one definition of the term “good development cooperation” be the start of a shift of public support in development cooperation in the Netherlands? To what extent does the Dutch mass media influence the good development cooperation discourse and thus influence public support in aid relations? Development discourse plays an important role in framing and constructing the relationship between aid donors and recipients in development cooperation. “As the product of the social and political world, although media may not have the power to dominate what people think and how they act, it indeed has the power to influence how people think about and response to the information provided” (Fairclough, 1997). As we can see, the new mode of development cooperation is seriously challenging the traditional actors of development cooperation. This leads to my central question:

***How does development discourse on good development cooperation affect the role of the new Private Initiatives, in particular Friends of the Khong District Foundation, in the development cooperation sector in the Netherlands?***

A conclusive definition of good development cooperation will not be provided in this thesis. Rather, in line with my postmodern social constructivism standpoint, chapter three illustrates the multiple and contested definitions of the concept that vie for discursive hegemony. The method selected to carry out the research is a critical discourse analysis as applied to the field of development cooperation together with a case study of eight organisations. Guided by the theory of Fairclough I will analyse the current development discourse on ‘good development cooperation’ between the traditional three pillars and the fourth pillar. The outcome is to make people aware of the fact how the language of good development cooperation disables the new ‘Fourth pillar’ to emerge and become important next to the existing traditional pillars. The methodology is analysed further on in the next chapter. The data consisted of literature on the four pillars in development cooperation, on critical discourse analysis theory and media news articles. The data consisted of desk research which was done by reading, analysing and interpreting literature.

Every research has situations which can make it difficult to carry out which is no different in this research. Therefore, before doing any research it is important to take into account the constraints that could interfere with the research in order to alleviate the chance of a possible research block which could cause an eventual lack of time. Concerning this research, issues such as a language barrier, cultural differences, distance, limited time, less internet access in Lao PDR and the lack of cooperation by organizations can cause problems during the research. Other constraints can be the lack of a clear digital infrastructure in Lao PDR which results in encountering sources which are not up to date. The study’s methodology is delineated in chapter one. Chapter two will conceptualize and analyse the first three pillars and the new fourth pillar. Chapter three consists a case study on eight organisations of which, four organisations form part of the new fourth pillar of Private Initiatives, and four organisations form part of the existing traditional pillars. The purpose of the case study is to make people aware of the fact how development discourse on good development cooperation affects the role of the new fourth pillar of Private Initiatives, in particular of Friends of the Khong District Foundation, in the development cooperation sector in the Netherlands. This case study will be elaborated in combination with a Critical Discourse Analysis guided by the theory of Norman Fairclough on good development cooperation. Chapter four will provide the conclusion on how development discourse on good development cooperation influences the role of PIs, in particular Friends of the Khong District Foundation, in the Dutch development cooperation sector and what the future role of the new fourth pillar might be.

## 1. Methodology

### 1.1 Critical Discourse Analysis

Before I will outline the methodology, let us first start with a clear definition of the concept Discourse Analysis. Since there is a wide definition of the concept Discourse Analysis as a research method, a conclusive definition will not be given. I will rather illustrate here the multiple and contested definitions of the concept. Discourse has various times been described as:

“An ensemble of ideas, concepts and categories through which meaning is given through phenomena: they act as an intellectual framework” (Apthorpe and Gasper, 1996);

“Any regulated system of statements” (Henriques, Hollway, Urwin, Venn & Walkerdine, 1984, p. 105);

“A form of social practice, rather than a purely individual activity or a reflex of situational variables” (Fairclough, 1992, p.3).

Jørgensen and Phillips claim that the preliminary definition of a discourse “a particular way of talking about and understanding the world (or an aspect of the world)” is (M. Jørgensen and L. Phillips, 2002). The concept is used in different contexts. But, in many cases, underlying the word ‘discourse’ is “the general idea that language is structured according to different patterns that people’s utterances follow when they take part in different domains of social life” (M. Jørgensen and L. Phillips, 2002, p. 1), examples made are ‘medical discourse’ or ‘political discourse’. ‘Discourse Analysis’ is the analysis of these patterns. Discourse Analysis is increasingly becoming a methodology of preference amongst qualitative researchers. As DA is inextricably linked to theoretical issues, it is a dynamic process that is constantly in a process of revision. DA is a qualitative method that has been adopted and developed by social constructivists. The method of DA is complex and cannot be properly understood without extensive reading. Rather than providing a particular method, DA can be characterized as a way of approaching and thinking about the problem (University of Texas, n.d.). Discourse analysis does not provide a tangible answer to problems based on scientific research, but it enables to reveal the hidden motivations behind a text or behind the choice of a particular method of research to interpret that text (University of Texas, n.d.). In other words, DA is nothing more than a deconstructive reading and interpretation of a problem or text. Discourse Analysis will, thus, not provide absolute answers to a specific problem, but enable us to understand the conditions behind a specific problem and make us realize that the essence of that problem, and its resolutions, lie in its assumptions; the very assumptions that enable the existence of that problem (University of Texas, n.d.). Discourse Analysis is meant to provide a higher awareness of the hidden motivations in others and ourselves

and, therefore, enable us to solve concrete problems by making us ask ontological and epistemological questions (University of Texas, n.d.). The focus of DA is any form of written or spoken language, such as a conversation or newspaper article. Although Discourse Analysis is not bounded methodologically and thus there is no definitive method of DA, it does have a set of rules. According to Jørgensen and Phillips, DA “can be applied to all areas of research, but it cannot be used with all kinds of theoretical framework. Crucially, it is not to be used as a method of analysis detached from its theoretical and methodological foundations. It is a complete package” (M. Jørgensen and L. Phillips, 2002, p3-4). I took this into account when choosing the methodological framework to build upon. DA is a relatively popular qualitative research methodology in politics - development cooperation (Fairclough, 1995a, 1995b, 1998, 2000). Take for example ‘good governance’ which has been analysed various times guided by the theory of Foucault. However, the fourth pillar of development cooperation is often overlooked in the discourse on and studies about development cooperation. That gives me the opportunity to elaborate on this. According to Escobar (1995), Issues of power are central to any analysis of development aid. Therefore, a critical approach is useful here. This is one of many approaches within the field based on social constructivism. Social constructivism is an umbrella term for a range of new theories about culture and society (M. Jørgensen and L. Phillips, 2002). Where analysis seeks to understand how discourse is implicated in relations of power, it is called *critical* discourse analysis (Janks, 1997).

“Critical Discourse Analysis” emerged in the late 1980s as a programmatic development in European discourse studies spear headed by Norman Fairclough, Ruth Wodak, Teun van Dijk, and others”(J. Blommaert and C. Bulcaen, 2000, p.447).It stems from a critical theory of language, which regards the use of language as a form of social practice (Fairclough, 1997). Critical discourse analysis or CDA is distinguished by its objective of uncovering issues relating to power and domination. “Where analysis seeks to understand how discourse is implicated in relations of power, it is called Critical Discourse Analysis” (H. Janks, 1997). In general, “it is a study of the relations between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationship” (Van Dijk, 1993, p.283). “The notions of ideology, power, hierarchy and gender together with sociological variables were all seen as relevant for an interpretation or explanation of text” (Van Dijk, 1993, p.283). In CDA, discursive practices – through which texts are *produced* (created) and *consumed* (received and interpreted) – are viewed as an important form of social practice which contributes to the *constitution* of the social world including social identities and social relations (M. Jørgensen and L. Phillips, 2002, p.61.). It is partly through discursive practices in everyday life (processes of text production and consumption)

that social and cultural reproduction and change take place. It follows that some societal phenomena are not of a linguistic discursive character. This ‘discursive practice’ is essential to understand CDA as a research tool guided by the framework of Norman Fairclough which will be outlined in the next part.

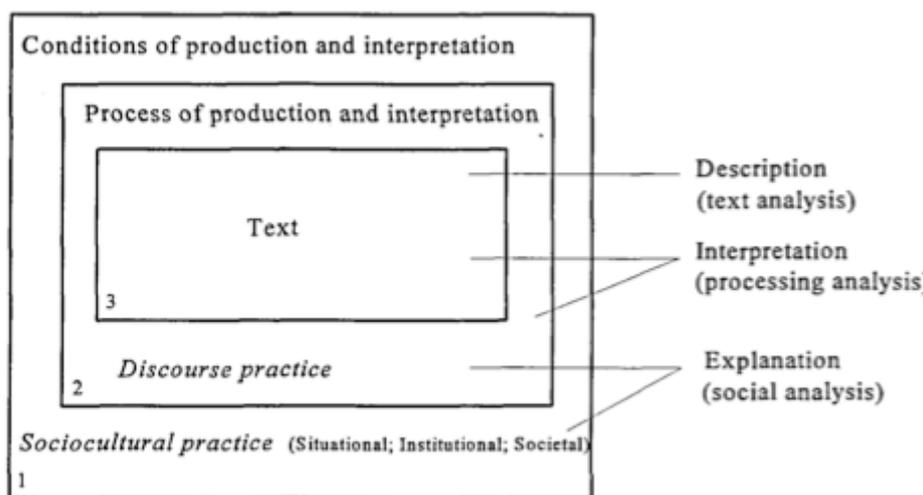
### *1.2 Fairclough’s three-dimensional model*

Norman Fairclough, known as one of the most influential practitioners in contributing to CDA development, holds a more social-theoretical view towards doing analysis. He created a useful framework for the analysis of discourse as a social practice. “For critical discourse analysts, discourse is a form of social practice which both constitutes the social world and is constituted by other social practices. As social practice, discourse is in a dialectical relationship with other social dimensions. It does not just contribute to the shaping and reshaping of social structures but also reflects them” (M. Jørgensen and L. Phillips, 2002, p.61). The understanding of discourse as both constitutive and constituted is central to Fairclough’s theory (M. Jørgensen and L. Phillips, 2002, p.67). It is central to Fairclough’s approach that discourse is an important form of social practice which both reproduces and changes knowledge, identities and social relations including power relations, and at the same time is also shaped by other social practices and structures (M. Jørgensen and L. Phillips, 2002, p.65).

“Fairclough’s model consists of three interrelated dimensions of discourse” (H. Janks, 1997), “it is important to stress that, while the content of the package should form an integrated whole, it is possible to create one’s own package by combining elements from different discourse analytical perspectives and, if appropriate, non-discourse analytical perspectives. Such multiperspectival work is not only permissible but positively valued in most forms of discourse analysis” (M. Jørgensen and L. Phillips, 2002). Referring to this, I have created my own package and combined discourse analytical perspectives with non-discourse analytical perspectives. Chapter three both constitutes discourse analytical as well as non-discourse analytical aspects that contributes to understand the big picture.

Fairclough’s (1989, 1995) model for CDA consists three inter-related processes of analysis tied to three inter-related dimensions of discourse (H. Janks, 1997). These three dimensions of discourse are: Text: the object of analysis (including verbal, visual or verbal and visual texts); Discourse practice: the processes by which the object is produced and received (writing/speaking/designing/ and reading/listening/viewing) by human subjects; Social practice: the socio-historical conditions that govern these processes (H. Janks, 1997). According to Fairclough (1989, 1995), each of these

dimensions require a different kind of analysis: text analysis (description: formal properties of the text); processing analysis (interpretation: relationship between text and interaction); and social analysis (explanation: social determination of the processes of production and interpretation and their social effects). (See figure 1 on page 12: Janks, H., 1997, p.330). The model is an analytical framework for empirical research on communication and society (M. Jørgensen and L. Phillips, 2002, p.68).



**Figure 1.** Fairclough's dimension of discourse and discourse analysis.

I will now outline the research design and processes that Fairclough suggests for the analysis of discourse as text, discursive practice and social practice. It is not necessary to use *all* the methods or to use them in exactly the same way in specific research projects (M. Jørgensen and L. Phillips, 2002, p. 76). The selection depends and application of the tools depends on the research questions and the scope of the project. For the majority of discourse analysis – and for qualitative research in general – there is no fixed procedure for the production of material or analysis (M. Jørgensen and L. Phillips, 2002, p. 76). Applying Fairclough's framework I will cover six different phases of research to do my discourse analysis.

### *1. Choice of research problem*

The first step is to find a problem that the research should help to solve. This can either be a problem identified by individuals or groups in society, or it can be identified by the researcher who may want to disclose a 'misrepresentation' or a mismatch between reality and the view people have of this reality that functions ideologically (M. Jørgensen and L. Phillips, 2002, p. 77). During the identification of the problem, the whole research design is geared to the analysis of the

discursive and other social dimensions of the problem and the obstacles there might be to its solutions.

### 2. *Formulation of research questions*

“The governing principle is that discursive practices are in a dialectical relationship with other social practices. The specific character of a discursive practice depends on the social practice that it forms part of. For that reason we start with the social practice when formulating the research questions. To pin down the social practice and in order to formulate the research questions, it is necessary to draw on the discipline that studies the social practice” (M. Jørgensen and L. Phillips, 2002, p. 78). In this case, the discipline is development cooperation. By simultaneously drawing on discourse analysis, we engage in an interdisciplinary analysis of the relations between the discursive practice and the social practice. “It is one of the main purposes of the analysis to show the links between discursive practices and social and cultural developments and structures. The underlying premise is that discursive practice both reflects, and actively contributes to social and cultural change” (M. Jørgensen and L. Phillips, 2002, p. 78).

### 3. *Choice of material*

The discourse analysis that I will present in the next chapter on development discourse combines a case study of eight organisations (of which four are traditional development organisations and four are PIs) together with a discourse analysis on three Dutch media texts. The case study proves the exclusion of the new fourth pillar of Private Initiatives in the Dutch development sector and the discourse analysis on three Dutch media texts which reflects the influence of the Dutch media on the role that the new Private Initiative play in the development sector. The analysis of the media texts can be found in subchapter 3.10 of this report. In this development discourse, the debate is whether the fourth pillar or traditional development is and should be seen as good development cooperation. I will focus on the discourse in the Netherlands since Friends of the Khong District Foundation focusses on fundraising in the Netherlands and the conflict between the fourth pillar and traditional development is restricted to Dutch discourse. As news reports become one of the major resources for people to get access to the latest ‘truth’, it is worth it to analyse what is inside and behind the text. Because, continuous public support depends on a clear understanding of what good development cooperation is (Develtere, 2008). In order to ensure the analysis of being representative, I will combine the analysis of the case study with the analysis of three media texts. I will analyse one politically left news report, one politically right news report and one general news report. The Dutch media texts have been chosen based on latest news, big circulation in the

Netherlands and relevancy. It does not include a questionnaire since it is not appropriate in a critical discourse analysis.

#### 4. *Transcription*

There will be no transcriptions included since the material for the discourse analysis does not include interviews or forms of talk. However, I will include transcripts of the texts in the list of appendices.

#### 5. *Analysis*

##### *Text or Description*

The first level of the framework is textual-analysis which includes “ a detailed analysis of the linguistic characteristics of a text, to cast light on how discourse are activated textually and arrive at, and provide backing for, a particular interpretation” (M. Jørgensen and L. Phillips, 2002, p.83). The analysis should focus on the linguistic features of the text. It is important to remember that it is never possible to read meaning directly off the verbal and visual textual signs (Jankins, 1997). In short, the analysis of the text involves the study of the language structures produced in a discursive event. Essentially I work with a check list based on Jankin’s (1997) who worked with a check list based on Michael Halliday’s *Introduction to Functional Grammar* (1985). According to Jankins (Jankins, H, 1997, p.335), this is also the basis for Fairclough’s key questions for text analysis (1989, pp. 110-111). One has systematically to examine:

- 1) Lexicalisation;
- 2) Patterns of transitivity;
- 3) The use of active and passive voice;
- 4) The use of nominalization;
- 5) Choices of mood;
- 6) Choices of modality or polarity;
- 7) The thematic structure of the text;
- 8) The information focus;
- 9) Cohesion devices.

Since not all aspects of the analysis have a desired outcome, we will only examine the aspects which appear to be most fruitful.

### *Discursive Practice or Interpretation*

Fairclough's second dimension, processing analysis, involves "the situational context and the intertextual context as central to the process of interpretation" (Jenkins, 1997). The analysis focuses on how the text is produced and consumed (M. Jørgensen and L. Phillips, 2002, p. 81-82). In short, an analysis of the discursive practice involves examining the production, consumption, and reproduction of the text. The essence is to start working from a linguistic starting point in concrete texts, identifying what discourses they draw on (interdiscursivity) and how they intertextually draw on other texts (M. Jørgensen and L. Phillips, 2002, p. 81-82). In terms of situational context it is useful to ask questions about time and place. Perhaps I can trace an intertextual chain of 'texts' where the 'same' text can be seen in a range of different versions. When analysing this, I can see how structure and content are transformed, and start formulating a hypothesis about the kinds of production conditions to which the different versions are subject (Fairclough, 1995b: 77ff.).

### *Social Practice or Explanation*

The third dimension, social analysis, should focus on the wider social practice to which the communicative event belongs. In short, the analysis of the social practice includes an exploration of what is happening in a particular social framework. It is in the analysis of the relationship between the discursive practice and the broader social practice that the study arrives at its final conclusions. In this part, questions relating to change and ideological consequences are addressed. According to M. Jørgensen and L. Phillips (2002), this part will answer the questions such as: Does the discursive practice reproduce the order of discourse and thus contribute to the maintenance of the status quo in the social practice? Or has the order of discourse been transformed, thereby contributing to social change? What are the ideological, political and social consequences of the discursive practice? Does the discursive practice conceal and strengthen unequal power relations in society, or does it challenge power positions by representing reality and social relations in a new way?

## *6. Results*

The desired results for this project as guided by the critical discourse analysis theory of Fairclough "The aim of critical discourse analysis as explanatory critique is to promote more egalitarian and more liberal discourses and thereby further democratization" (M. Jørgensen and L. Phillips, 2002, p.88). With the results, other groups or persons may be able to 'democratize' more and use the

research results to develop forms of communication that involve a more equal distribution of power.

To conclude this chapter, this paper will interrogate the power relations at play in good development cooperation discourse and reveal how its constructions impact aid relations. In other words, discourse analysis by means of elaborating a case study in combination with the analysis of three Dutch media texts must show the way how development discourse on good development cooperation affects the role of Private Initiatives, how expert knowledge is conveyed in the mass media and the implications for questions of power in aid relations. The specific analytical framework and discursive tools outlined by Norman Fairclough will be utilized. Fairclough (1992) developed a method of analysis which is both ‘theoretically adequate’ and ‘practically usable’, by drawing together social theory (including Foucault) and linguistically-orientated discourse analysis. Fairclough defines discourse as ‘a form of social practice, rather than a purely individual activity or a reflex of situational variables’ (Fairclough, 1992, p.3). It is not necessary to use *all* the methods or to use them in exactly the same way in specific research projects (M. Jørgensen and L. Phillips, 2002, p. 76). The selection depends and application of the tools depends on the research questions and the scope of the project. In order to prove the exclusion of the fourth pillar in development cooperation, I will elaborate on development discourse. “As the product of the social and political world, although media may not have the power to dominate what people think and act, it indeed has the power to influence how people think about and response to information it provided” (Fairclough, 1997). A critical analysis of the development discourse of good development cooperation can, by interrogating the dominant language and concepts, reveal how this discourse can both mask and sustain the underlying power relations between traditional development cooperation and the new fourth pillar of Private Initiatives in the Netherlands. But before I elaborate my discourse analysis combined with a case study that can be found in chapter three, I will first give some background information on the traditional three pillars and the new fourth pillar in development cooperation in chapter two. This background information is mandatory to understand the field and discourse that I focus on.

## 2. The Dutch development sector

### 2.1 *The traditional three pillars of development co-operation*

#### 2.1.1 Definition and meaning

The development cooperation community is a complex community that has been composed of what is called three “pillars”. In general, three types of aid channels can be distinguished: multilateral, bilateral and the civilateral channel (Kinsbergen, Schulpen, 2010). The first pillar refers to official bilateral development cooperation donor-agencies responsible for official development aid. Examples of first pillars agencies are USAID in the U.S., DfID in the U.K. and DGIS in the Netherlands. Specialized multilateral organizations such as UNDP, the World Bank or EuropAid which are financed by bilateral donors, but are executed by international institutions, form the second pillar. Civilateral development agencies such as Non-governmental organisations (NGOs) who obtain funds from the government to carry out specific projects form the third pillar in development cooperation (Develtere, 2012).

#### 2.1.2 Operation structure and its challenges

According to development cooperation expert Develtere (2008), “the traditional development cooperation works as a community of thousands of development workers, as an arena with much competition and many antagonisms, and as a market in which large sums of money circulate”. Develtere (2012) also claims that the sector was subject to two trends, namely: it was becoming increasingly internationalized in terms of both dialogue and coordination and secondly it was mainstreamed.

#### Community

All three channels of traditional development cooperation actors have several issues in common. They all consist of officially recognised development agencies that are seen (and see themselves) as professional and over the years they have developed a common, field-specific language, manners, methodologies, instruments, values and standards (Kinsbergen, Schulpen, 2010). They are domain-specific and specialized. Sociologically spoken the development cooperation community is driven by the urge for self-determination (Kinsbergen, Schulpen, 2010). It is a rather closed community where new participants are regarded with suspicion and it is hard for outsiders to join the club. Thus, the community is ‘impenetrable’ (Kinsbergen, Schulpen, 2010). However, Develtere states that “still, public opinion barometers such as the Eurobarometer show that the population at large in western countries largely supports the development cooperation specialists”

(Develtere, 2008). But still this support is conditional both in terms of opinion and financial support. In fact, there is a growing call for accountability and proof of effectiveness. Develtere claims that research shows that the public has little or no knowledge of who is who in the development sector and does know little or nothing about the recent trends and strategies of the sector (Develtere, 2008). But still, public support for aid is high. At the same time we saw the emergence of the new pillar. The traditional development cooperation is being confronted by this new pillar.

### Arena

The development cooperation is also an arena or even a set of arena. There are arena in the donor countries, in the recipient countries, in projects, etc. This also means that there are plenty of contradictions and conflicts within the sector. This implicates that traditional development cooperation has never been able to identify what good development cooperation is. The objects of conflict in the arena are a useful guide to identifying power relations within the sector (Develtere, 2012: 34).

Meanwhile, the new actors of this new pillar are coming in the field. They do not believe in development cooperation master plans or logical frameworks. The plan is replaced by the man. As Develtere states, “the man has the freedom and the plight to take action, to take risks, to be entrepreneurial” (Develtere, 2008). There is a big contrast with the traditional development cooperation sector who considered them as non-specialists, having only obligations to give, to remain at home and to leave the real job to the specialists.

### Market

The development cooperation sector is also a market where the players on the market deal with each other as sellers and clients, competitors and money seekers. Of course it is different from the business market but still there is a strong focus on money. The development cooperation market is a multi-actor process involving government, non-governmental organisations, bi-lateral organisations. Each has its own financial interest and operating modes. For that reason, the question who has ownership in legal terms is hard to define. Who owns the health clinic, road or bridge in Lao PDR?

Develtere states that “the development cooperation market is fuelled by financial resources stemming from governmental and private sources” (Develtere, 2008). However, the fact that few

countries reach the Dutch percentage of 0,7% of the GDP going to development cooperation, and almost 1% is a meagre share of national wealth which confirms that the political and public support for development cooperation is weak.

Development agencies also look at private sources to finance their operations (Develtere, 2008). Develtere claims that for this the most advanced techniques of merchandising and marketing are utilized, often at high expenses. The market is very demanding and volumes of private gifts have not increased while the private wealth of westerners has.

Here again, we see that the traditional development cooperation sector is being challenged by these new players. While they might have much less credibility when it comes to development cooperation, they have very strong local credibility. Develtere states that “local media adore their proximity, their visibility, their action orientation, their simple language. Friends and colleagues strongly believe that their private initiative produces the best results because of low or no overhead and because they know the person(s) behind the initiative” (Develtere, 2008).

Develtere claims that innovation might come from these new challengers who are experimenting with new financial products replacing or complementing the small gift. He continues that some allow you to become a member (and thus pay member dues), to buy (cooperative) shares, to make a loan, to lease ground, or to give bank guarantees (Develtere, 2008). Traditional development cooperation offered few forms of action other than donating or raising money.

Now that we have an overview of the operation structure of traditional development and the challenges as opposed to their new counterpart, it is time to define and analyse these new challengers in the field of development cooperation in the next sub-chapter.

## ***2.2 The emergence of a fourth pillar***

### ***2.2.1 Definition and meaning***

In order to do a discourse analysis on the topic, we first have to outline what is defined as the new fourth pillar. In addition to the development cooperation ‘specialists’ we saw the rise of a fourth pillar of development cooperation. These are new actors such as trade unions, businesses, foundations, schools and large numbers of small clubs. We speak of a ‘do-it-yourself (DIY) development aid. At most a fifth of the staff is paid; fewer than twenty permanent members are involved in the Private Initiative and the annual budget does not exceed one million euros. In

Belgium, it is estimated that approximately 1100 organizations of this new pillar are active. This means that between 30.000 and 60.000 Flemish raise around 47-68 million euros on a yearly base. In the Netherlands they are called private initiatives whereas in France they are called IPSI's (Initiatives Populaire de la Solidarité Internationale). In the Netherlands PIs range from 6400 to 15000 (van den Berg, de Goede, 2012). The name 'fourth pillar' has officially been introduced by the Belgian HIVA (Hoger Instituut voor de Arbeid) for 'all initiatives that do not belong to the traditional three pillars' (VAIS, 2013). Merely because this group of initiatives is that diverse, they claim that for that reason it is very hard to exactly define which organization belongs to the fourth pillar and not. In the Netherlands, we use the definition for this genre taken from the Nijmegen researchers Kinsbergen and Schulpen (2010:16), who define them as: a group of people who offer direct and structural support in one or more developing countries through small-scale voluntary activities without receiving direct funding from the Ministry of Foreign Affairs. According to Kinsbergen and Schulpen (2010) there is also a practical reason for making a distinction between the new fourth pillar and the traditional actors. Namely, that "the diversity within and between the traditional channels is not only extensive, but also growing. This also applies to the civilateral channel to which the new actors (being mainly governmental) initially belong." (Kinsbergen, Schulpen, 2010, p.9). Kinsbergen and Schulpen (2010) continue that "Expanding this civilateral channel to include new actors would create an ever more obscure entity, almost meaningless as a concept". For that reason, in agreement with Develtere and Stessens, they regard these new actors as a separate channel (Kinsbergen, Schulpen, 2010, p.9).

### 2.2.2 Children of Globalisation

According to VAIS, the fourth pillar initiatives are not new at all. As a matter of fact they already exist for decades. Think of the many mission groups of the 1950's (VAIS, 2013). Nevertheless, research does show that there has been a 'reincarnation' of this type of initiatives. In the world of today we travel a lot more and come into contact more easily with the 'South'. Businesses work across borders, as well as students who go on exchange, tourist discover new destinations. In addition, the media brings the world closer and the internet offers us numerous possibilities to bridge the gaps between frontiers. In other words, these initiatives can be seen as the child of globalisation. These fourth pillar organisations were not created because of the problems in the third world or the North-South divide. The traditional three pillars arose in order to find a solution to the North-South divide. By contrast, the new fourth pillar represents a response to globalization: they want to change the lives of their friends they got to know instead of the world. They do not take over the credo and values of traditional development cooperation; do not understand its discourses and highbrow vocabulary. They know how to act as schoolmasters, as cement workers

and entrepreneurs. They already existed as professional players in their own field (Kinsbergen, Schulpen, 2010, p.10). They do not see it as competition but in reality we know different. Here again we can ask ourselves if we can speak of competition or transition of the balance of development cooperation.

### 2.2.3 Characteristics of private initiatives

This part will contribute what the characteristics are of private initiatives. Esther van den Berg of the Netherlands Institute for Social Research did an extensive study on the private initiative and included the characteristics drawn on the exploratory quantitative study by Kinsbergen and Schulpen. The PIs are small-scale, voluntary networks where the vast majority have ten or fewer members (van den Berg, de Goede, 2012). In almost all cases they work on a voluntary basis: under 5% of PIs have one or more paid posts. Almost all PIs have taken the legal form of a foundation, and the majority raise funds over and above the private donations they receive. According to Kinsbergen and Schulpen, the majority of projects are directed towards supporting projects in sub-Saharan Africa and Asia. The vast majority of projects supported by PIs are concerned with health care, education and welfare. They often make investments in specific objects such as teaching materials, construction and renovation of buildings, provision of clean drinking water and sanitation and child subsistence (Kinsbergen and Schulpen, 2010: 29-32). Children and young people are an important target group. Most of these new 'players' are not development cooperation specialists. It is a heterogamous group of initiatives. Therefore, one of the strong points of this new fourth pillar can be found in its diversity. In contrary to the traditional pillars where people can express their aid by making a donation, the new pillar involves their stakeholders both materialistically and physically. Volunteers 'non-specialists' can actually help physically in a project.

### 2.2.4 Motives

In this part we will discuss what the motives are of private initiatives. In most cases, a trip to a developing country was what prompted the involvement in PIs, though sometimes it was a request from an acquaintance. Compassion and concern about the living conditions of people in developing countries are the central motivation for the efforts made by members of PIs. In other words, the primary motivation is the desire to do something together with others to alleviate a situation affecting other people. The driving forces are a sense of responsibility and feelings of satisfaction. Religion, an interest in other countries and traumatic events in people's lives are sometimes underlying drivers. Gaining knowledge about development cooperation and acquiring practical skills are the most commonly personal rewards of participating in PIs. In addition, they give people

an opportunity to broaden their personal network. When considering the reason for the emergence of this fourth pillar, we found earlier that there was criticism on traditional development cooperation. However, this was often not the primary motivation for becoming active themselves. Instead, according to van den Berg we must see them rather as a supplementary form of engagement (van den Berg, de Goede, 2012). As Develtere claims that these new actors, took very little notice of the specialists, and have not been established within the context of post-war 'North-South relations', but in response to the more recent globalisation trend (Develtere, 2008). More and more organizations that are not primarily engaged in development cooperation choose to initiate their own project in the 'South'. Think of schools, soccer clubs, unions, etc. This argues the mainstreaming of development cooperation.

### 2.2.5 Vision

What is the vision of private initiatives on development cooperation?

The new players often act out of a genuine interest in the people of a specific region rather than for ideological reasons, or with a view to change the world (Develtere, 2012: 183). The vision concerning relationships is that relationships go beyond functional to a more spiritual form of bonding: The shared ideal or moral conviction that it is necessary and possible to improve the lives of people elsewhere.

### 2.2.6 Behaviour towards subsidising channels

What is the behaviour of private initiatives towards subsidising channels? PIs generally start with small-scale projects by citizens who look for support in their own circle of family, friends and acquaintances. In their quest for financial resources, various networks and connections are quickly activated, so that the reach of the initiative rapidly expands. This gives rise to relationships with local institutions, including churches, service organizations, schools and the business community. PIs also form part of national and regional networks and sector organisations. In short, they are interconnected with local civil-society institutions and linked to national networks. Through their activities, they bring together people from different circuits, giving rise to long lasting relationships. Concerning government and development organisation links, it seems that the relationship between the parties is an ambivalent one. Some initiatives are successful in raising funds for their projects and have profited from the infrastructure and expertise of the established organisations and some others are less successful. Overall, the relationship between PIs, government and established development organisations could be described as one of a partial 'social warming' between citizen and professional (van den Berg, 2012).

### 2.2.7 Contribution

What is the contribution of private initiatives on increasing the support for development cooperation? Remarkably, the new fourth pillar arose in a time where subsidies from government to organisations such as Oxfam Novib and Cordaid decreased. About a billion euros were cut off on development cooperation by the Rutte government as a result of the crisis. With a few demonstrations set aside, the Dutch population was easily convinced by the necessity. Nevertheless, in 2011, research by the NCDO showed that 64% of the respondents do share the importance of help in poor countries. This is the contradiction in the debate on development cooperation: a lot of citizens care to help people in poor countries, but they do not accept the high government expenses made for it. This is an opportunity for the new PIs who make use of this doubt by promising to make an end to the in transparency, the overrated goals and lack of effectiveness of traditional development cooperation which increased the support for development cooperation. Moreover, they promise to do it themselves without high CEO pay checks or overhead costs. Especially the informal, personal character of the organisation is the reason for its popularity is what ErnstJan Stroes says, advisor of the NCDO (van Nuland, 2012). When we analyse contribution as an impact of the activities of PIs in its environment, van den Berg claims that people who work for a development initiative strengthen their social network, reinforce their skills and raise their profile in the local community (van den Berg, de Goede, 2012). This leads to the forging of ties that increase social cohesion and therefore have positive effects on local quality of life. The web of social relationships in a local community becomes denser due to the activities of PIs. This is the involve me-generation.

### 2.3 Critique

Traditional Development cooperation has existed for around fifty years after the signing of the Treaty of Rome in 1958 which outlined to work towards a more unified Europe, but also laid the basis for continuing work with the ex-colonies over many decades. Over these years, the West has spent more than €3000 billion on development aid. It is reasonable here to ask whether this has been a good investment. According to Develtere, development specialists are asking themselves the same question (Develtere, 2012). In recent years, non-governmental organisations, donor countries, academics and recipient countries have been taking a highly critical look on the instruments and workings of the development sector. Develtere claims that there has even been talk of a new 'aid architecture' to rescue traditional development from challenges from a host of new players: the fourth pillar of private initiatives. Of course this is not the first time that development aid has been subject of examination. The first studies appeared back in the 1970s when people wondered to what extent aid developed unwelcome side-effects such as bureaucratisation and

irresponsible policymaking behaviour. Since the 1990s various new themes have been added to the list. People want to know about the effectiveness and impact of aid, how the participation of local people can play a role, and what effects new forms of aid such as fair trade and budget support are having (Develtere, 2012: 11). Since 2010, again new themes have been added to the list. People now want to see more transparency and accountability in development cooperation. However, this critique was not the primary motive for the emergence of the new fourth pillar as discussed earlier in this chapter.

When we look at the Dutch quality newspapers over the last years, traditional development has been criticized enormously for its lack of accountability, transparency, its bureaucratization and its irresponsible policymaking behaviour. Since the rise of Partin, the Dutch umbrella organization for Private Initiatives in development cooperation, in the Netherlands, it seems that the traditional development is not the only one that is criticized anymore. Over the last years there is an increasing criticism on the new fourth pillar in development cooperation by the media and researchers in the field. Especially in the Netherlands, the media seem to stay loyal to traditional development cooperation. The power relations between traditional development and the new fourth pillar and its influence on public support will be further analysed in the discourse analysis in the next chapter. The function of this part is to analyse the critique made by researchers on the fourth pillar and to give a conclusion of the recommendations made by researchers. Some media wrote that the new fourth pillar takes us back to development cooperation 0.0 (de Groene Amsterdammer, 2012). But also researchers seem to criticize the new fourth pillar. Lucy Engelen of Partin states for example that “traditional development cooperation passes on its knowledge from one employee to the next and that this is harder with PIs. She continues that Partin must prevent the PIs not to reinvent the wheel. But do not tell me that the big NGOs and governments have not gained their wisdom through shame and damage” (De Groene Amsterdammer, 2012). Study of CIDIN by Kinsbergen and Schulpen (n.d.) shows that “PIs have close relationships with their partner which are far more personal than those of other aid actors” and that PIs are still in phase of infancy making the same kind of mistakes as their bigger Northern counterparts did 20-30 years ago. But they are positive and state that “there are no reasons that PIs might not catch up fast if they are willing to learn from their counterparts and from sixty years of experience in aid” (Kinsbergen, Schulpen, n.d.). In overall, I can state that researchers are more negative about the new fourth pillar than traditional development. On the other hand, the media reads from the same script. This will be further analysed in the discourse analysis in the next chapter.

Now that we have introduced the concepts of the four pillars of development cooperation in the Netherlands and we have gained a better understanding of the Dutch development cooperation sector in general, we will analyse the Dutch development discourse in the next chapter by means of a case study combined with a discourse analysis of three media texts.

### 3. Dutch development discourse

#### 3.1 Good Development Cooperation

We seem to have reached a pivotal moment. The internationalization of development cooperation may well have reached its peak. In principle, everyone support the Millennium Development Goals. Hundreds of development actors have signed up to the Paris Declaration on Aid Effectiveness. Everyone is reading from the same script. Yet at the same time the sector's fragmentation seems to be increasing. We are seeing competition everywhere. Anyone can call themselves a development worker and claim to have a wonder cure (Develtere, 2012: 12). Develtere claims that the traditional development cooperation has never defined what constitutes good development aid (Develtere, 2012). It has seemed obvious that trying to do good *is* good, or is better than nothing. After all, every little helps as the expression has it. In recent years, though, doubts have been growing. We know that not all help is (equally) helpful. We know that development cooperation is complex. We also know that there are certain shortcomings in the traditional aid system. Develtere claims that there has even been talk of a 'new aid architecture' (Develtere, 2012). But there is not yet any sign of a collective set of standards that clearly defines what good development cooperation is, let alone an arbitration system that defines who is *allowed* to engage in development cooperation, or that includes correction or sanction mechanisms to filter out faulty or counterproductive work. The market is free and highly competitive. We saw the upcoming of a new fourth pillar of private initiatives which is highly competitive for traditional development cooperation. This struggle between traditional development cooperation and the fourth pillar brought me to the question what good development cooperation is? When we look at the Dutch quality newspapers over the last years, traditional development has been criticized enormously for its lack of accountability, transparency, its bureaucratization and its irresponsible policymaking behavior. Since the rise of Partin in the Netherlands, the Dutch umbrella organization for Private Initiatives in development cooperation, it seems that the traditional development is not the only one that is criticized any more. Over the last years there is an increasing criticism on the new fourth pillar in development cooperation by the media and experts in the field. On one hand we take for example, the media who wrote that new fourth pillar takes us back to development cooperation 0.0 (van Nuland, 2012). On the other hand we take the example of a critical researcher, Irene de Goede of The Netherlands Insitute for Social Research, who discusses public opinion on development cooperation. She states that "public opinion research shows, that professional development aid organisations and international governmental bodies are cited as the most suitable channels for providing aid. She continues that the Dutch government and

private initiatives are less often regarded as the most appropriate means and that small-scale, local initiatives do however generally enjoy high levels of public trust” (van den Berg, de Goede, 2012). In this chapter, I will elaborate a case study to analyse how development discourse on good development cooperation affects the role of the new fourth pillar of Private Initiatives, in particular Friends of the Khong District Foundation, in the Dutch development cooperation sector and how the fourth pillar is being excluded through discourse. The case study consists eight organisations, of which four are traditional development organisation and four PIs. The case study will be based on the results of the online Goede Doelen Monitor, an initiative of the Kennisbank Filantropie that maintains a database of the Dutch development cooperation sector and invites development organisations to send their information to promote transparency (Goededoelen, 2013). Together with the Erasmus Centre for Strategic Philanthropy, the Kennisbank Filantropie realised the Performance Prediction Scan. The Performance Prediction Scan gives a score giving an insight in the chance that this organisation contributes a high social performance. The Performance Prediction Scan is based on three pillars: Transparency, Organisation and Activity.

By combining this analysis with the Discourse Analysis on the three media, this will show us the role that the media play in donor opinion. I chose to analyse three Dutch news reports from different papers with a different political preference to analyse their perspective. One article from politically left newspaper, namely *de Volkskrant*. One from a politically right-centered paper, namely *Algemeen Dagblad*, and one general newspaper, the ANP. This analysis can be found in subchapter 3.10.

### *3.2 Friends of the Khong District Foundation*

Stichting Vrienden van het Khong District or Friends of Khong District Foundation is a Holland-based foundation working for the welfare of Lao people specifically at the Khong District, Champassak Province, the most southern province of Lao PDR. It was founded by Adrie de Koning, a Dutch national who worked for the Voluntary Service Overseas (VSO) in Laos from 1997 to 2000. In 2000, he married Thongsian Phongsawath, a Lao lady and lived in the Netherlands. While living in the Netherlands, they started to help the poor people in Thongsian's home district. Their initial projects include providing books and assist in finishing the newly built primary school. They initially asked help from friends and as the amount of donations increased, they decided to formalize the organization in 2002 and thus, the Friends of Khong District Foundation was born. Its main goal is 'to make a positive difference in the lives of people living in poor conditions in the Khong District' (FKDF, 2013). Its mission is 'to enable deprived children,

their families and the community they live in to fulfil their basic needs' (FKDF, 2013). The NGO encourages to make a difference for the people of the Kong District in Lao working under the term capacity building and community development. In other words, this difference is made by supporting the local inhabitants in their development. The local inhabitants are particularly supported by building schools, water pumps and facilities like toilets (FKDF, 2013). This, because these are primary needs that Lao people haven't even heard of before the Private Initiative started implementing project in the Khong district. According to Adrie de Koning, founder and director of the organisation, 'these projects are generally implemented by Dutch and Belgian volunteers' (FKDF, internal communication, 2012).

### 3.2.1 Mission and Vision

The mission of *Friends of the Khong district* is providing children, their families and the community with an environment where they have access to their basic needs - such as clean water, food, sanitation and health (FKDF, 2013). The vision of *Friends of the Khong district* is:

- Creating an environment that gives people in Laos the opportunity to learn how to deal with common problems, helping develop themselves as an individual and in the community.
- Motivating people to set priorities and find solutions in a democratic way.
- Letting people build a network where technical, financial and organizational support can be recruited. In this way, people can organize and implement an action plan.
- Trying to motivate people to pass on their knowledge and experience to other communities.
- *Friends of the Khong district* have the intention to help in a way that they will not be needed anymore in the future and where people in the Khong district work in formal and informal structures together.

### 3.2.2 An overview of Lao PDR

Lao People's Democratic Republic or Lao PDR is a landlocked country located in Southeast Asia, bordered by Burma, China, Vietnam, Cambodia and Thailand. After years of regional and internal conflict Lao PDR is currently governed by the Lao People's Revolutionary Party (LPRP), the only legal political party in the nation (UN Women, n.d.). Lao PDR is a communist state. With a land surface of 236.800 km<sup>2</sup> it has the size of Great Britain and counts only 6,6 million inhabitants, dispersed unevenly over 17 provinces across the country which makes it the country with the lowest population density in Asia. According to The World Factbook, 799,000 inhabitants live in the capital Vientiane (CIA, 2013). The estimated population in 2012 is Approx. 6,600,000 whereas

the demographic consists Lao 55%, Khmou 11%, Hmong 8%, other (over 100 minor ethnic groups) 26% (2005 census). The official languages spoken are Lao, French, English and various ethnic languages. The prominent religion is Theravada Buddhism whereas 67% of the Lao population is Buddhist, Christian 1,5%, other and unspecified 31,5% (2005 census). Laos has been an isolated country for a long time due to its possession by the French from the 19<sup>th</sup> century until July 19, 1949. The economy growth averaged 6% per year from 1988-2008. Lao's growth exceeded 7% per year during 2008-2011. Despite this high growth rate, Laos remains a country with an underdeveloped infrastructure, particularly in rural areas. It has a rudimentary, but improving, road system and limited external and internal land-line communications. Electricity is available in urban areas and in many rural districts.

Lao PDR is unique for its ethnic and environmental diversity. One of the region's poorest countries still heavily dependent on subsistence agriculture, Lao PDR has experienced some economic growth in recent years following reforms and has taken some positive steps towards meeting the Millennium Development Goals (UN Women, n.d.). Economic growth has reduced official poverty rates from 46% in 1992 to 26% in 2010. Despite the rapid economic development and the significant advances in human development that have followed, Lao PDR still ranks 125 among 172 countries of the Least Developed Countries (UNDP, 2007). It faces several challenges related to inequalities among regions and gender. It also remains highly dependent on its natural resources. The World Bank has declared that Laos' goal of graduating from the UN Development Program's list of least-developed countries by 2020 is achievable. According Laotian officials, the 7<sup>th</sup> Socio-Economic Development Plan for 2011-15 will outline efforts to achieve MDGs (CIA, 2013). This includes halving the occurrence of extreme poverty by 2015 (UNDP, 2007). Appendix three includes a list of traditional regional players and appendix four includes the private initiatives that are active in Lao PDR. I have decided to include this list in the appendix instead of this chapter because they influence the environment that FKDF acts upon, but they do not form part of this research on development discourse.

### The Khong District

The Khong District is a traditional region in the southern Champassack province next to the border of Cambodia. The Khong District consists of eight khets and 115 villages. A khet is a group of villages. In total, the Khong District counts around 77.000 inhabitants (FKDF, internal communication, 2012). The Khong District is managed by the District Staff. This staff can be compared to a city council. It consists of 12 people who manage the local cultural, educational,

immigration, agricultural, healthcare affairs. The District staff is very protective on the traditional Khong District which is relatively undeveloped (FKDF, internal communication, 2012). People within this area live under very poor circumstances. According to Earthtrends, 26,3% of the Lao population has less than \$1,- a day to spend. 73.2% of the Lao population has less than 2\$ a day to spend (World Resource Institute, 2003). The national currency in Lao PDR is the Lao Kip. 11.500 Kip is around €1,- (Coin Mill, 2011). Most of the families of Khong District get their source of income on farming and fishing. Some are government employees, teachers or health providers earning a starting salary of 20 USD a month. To compensate their meager income, they also need to do farming and fishing. Others are involved in tourism as guesthouse owners or boat operators. Their income is seasonal.

According to the foundation records, “There are little opportunities to earn extra money. Most earnings are spent on food and there is hardly any money left for education, medication, basic needs such as clean water, sanitary fittings or improvement of the living conditions. This leads to poverty. Children die at a very young age and the living expectations are twenty years less than in the Netherlands (FKDF, internal communication, 2013)”.



*Khong District, situated in the South West of Lao PDR*

### 3.2.3 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation in addition to the internal records of FKDF that I have access to. The online Goede Doelen Monitor shows that the PI raises funds by means of; mouth-to-mouth; advertisements; lectures; newsletter and DVD (Goededoelen, 2013). According to Adrie de Koning, most of the funds arise from private gifts and from institutions and companies (as can be found in appendix 1) which is typical for a Private Initiative (FKDF, 2013).

Concerning the financial records of the organisation, the profile of FKDF on the online Goede Doelen Monitor is incomplete. The financial records of the organisation after 2007 are unknown. This indicates that the PI never sent up to date information of the last years to Kennisbank Filantropie. Nevertheless, Adrie de Koning provided me with the financial record of 2010 that can be found in appendix 1. The financial record of 2010 is the last up to date record. In short, the total of incomes that year were €1.762 and total of expenses were €1.585 (see appendix 1). According to the Goede Doelen Monitor, the organisation has about 200 donors (goededoelenvriendenvanhetkhongdistrict, 2013).

### 3.2.4 Discourse

The online profile of FKDF on the online Goede Doelen Monitor of Kennisbank Filantropie shows that little is yet known about the Private Initiative if we compare this to the information on their larger counterparts or NGOs on the online platform. There is still no donor opinion available in the analysis and the performance prediction scan is incomplete. This indicates the in transparency of the organisation which could impact the choice of donors not to make a donation to this organisation.

The Performance Prediction Scan as earlier discussed in the begin of this chapter gives a score giving an insight in the chance that this organisation contributes a high social performance. The Performance Prediction Scan is based on three pillars: Transparency, Organisation and Activity. On Transparency, FKDF scores a five out of nine. According to the scan, the organisation lacks a solid complaints procedure, FKDF has not published the yearly report on its web site and has not published the identity of at least 3 board members on the FDKF web site (Goededoelen, 2013). In addition, the organisation did not sent the year report to the Kennisbank stating the financial record, set of goals and the budget. The Organisation pillar is unknown and on the Activity pillar the organisation scores nine out of fourteen. The organisation did not sent information about the activities being based on earlier practice/knowledge.

### 3.3 PURE! for kids

I chose to analyse this PI because FKDF cooperated with this organisation and it has the same operational structure as FKDF which could bring up an interesting resemblance. PURE! for kids is a Dutch Private Initiative that has been settled in 2007 by Nicoline Westen. PURE! Focuses on increasing future opportunities for children, adolescents and mothers in Cambodia by providing free education and vocational training. The PURE! dream center is their main focus, in addition,

they are committed to fair trade development. PURE! is active in Cambodia, Thailand and Bali but it operates mainly in Cambodia. The organization is financially and physically active in Cambodia and focuses on small scale projects. The organization implements its own projects as well as it operates in partner projects (Pure, 2013).

### 3.3.1 Mission and Vision

The mission of PURE! is to inspire and stimulate young adults to work together for a better and more positive world and to raise awareness among young adults about problems and issues prevailing in developing countries. To help and work together to create a better future for the children in Cambodia. PURE! supports small local projects for children in Cambodia through the assistance and knowledge transfer of volunteers and financially (Pure, 2013).

### 3.3.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie shows very little information about the Private Initiative. This indicates that few information has been sent to Kennisbank Filantropie. During an interview with Priscilla van Kampen, project manager at PURE! for kids, I was told that the way of fundraising in the Netherlands is by means of; friends and family of the organisation; facebook; trade markets; events, fundraising form. The organisation recruits its volunteers by means of; digital newsletter; internship market; holiday stands and the wereldwijzer oost-azie day. Since the organisation did not publish their financial records on the web site, I am not able to look into this.

### 3.3.3 Discourse

We see a resemblance between this PI and FKDF on the online Goede Doelen Monitor. There is few information available on both PIs. However, there is more information available on FKDF then PURE! The only information available on the Private Initiative is the score of the Transparency pillar of the Performance Prediction Scan. PURE! scores a one out of nine (goededoelenpure, 2013).

## 3.4 Stichting Pijnackernaren helpen Armenie

I chose to analyse this Private Initiative because it is a Dutch competitor of FKDF. Stichting Pijnackernaren helpen Armenie consists of a group of eight volunteers from the community Pijnacker in the Netherlands. Stichting Little Bridge is the partner organisation that implements the projects in Armenia. They specialize in; construction of irrigation systems and water supply; renovation of schools; meal projects for the elderly; food parcels and clothing for poor families;

medical equipment for hospitals; surgery for people who cannot afford it themselves. Stichting Pijnackernaren is one of the financial sources that enable Little Bridge to implement the projects (Pijnackernaren, 2013).

#### 3.4.1 Mission and Vision

Stichting Pijnackernaren helpen Armenie is committed to the poor in Armenia. Since 2005, they go to Armenia every year for a week on their own costs to visit actual and possible future projects. These projects are implemented by Stichting Little Bridge. This is a small scale Armenian organisation led by a Dutch woman named Maria Goris. Little Bridge helps the people who desperately need help and are not able to help themselves. Pijnackernaren helpen Armenie beliefs in the Little Bridge and Maria Goris because the money is spent directly. The overheads costs are low and every penny is well spent (Pijnackernaren, 2013).

#### 3.4.2 Fundraising

There is no information available about this organisation on the online Goede Doelen Monitor. However, the Private Initiative do publish their year reports on the web site. In this year report, the PI does not state by what means it raises funds or whether they arise from private gifts or companies.

Concerning the financial records of the organisation, the latest record published on their web site is 2011. The financial records of the organisation after 2011 are unknown. In short, the total of incomes that year were €54.419 and total of expenses were €71.960 (see appendix 1). The organisation does not publish how many donors it has.

#### 3.4.3 Discourse

We see a resemblance between this PI and FKDF and PURE! for kids on the online Goede Doelen Monitor. There is few information available on the other two PIs. There is no information available on this organisation on the online Goede Doelen Monitor.

### 3.5 Read to Grow

I chose to analyse this Private Initiative since this is a partner of FKDF. In contrary to the other Private Initiatives, a lot more is known about this organisation on the Kennisbank Filantropie. This indicates that Read to Grow is a lot more transparent than the other three PIs. Read to Grow is a Dutch organisation that collects English and French books and distribute them via local

organisations in development countries. The organisation has 20 volunteers. Partners are Wilde Ganzen and Geefgratis (readtogrow, 2013).

### 3.5.1 Mission and Vision

The mission of Read to Grow is to work together to inspire the distributor and receiver of the books. In order to enable people in development countries to make use of their potential qualities, we distribute free books to local small scale project in development countries (readtogrow, 2013).

### 3.5.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation. The online Goede Doelen Monitor shows that the PI raises funds by means of; write to larger funds for structural donor ship. At the moment, the PI is elaborating a program to attract more small private donors (Goededoelenreadtogrow, 2013). It is unknown where most gifts arise from.

Concerning the financial records of the organisation, the profile of Read to Grow on the online Goede Doelen Monitor is incomplete. Only the total of incomes in the year 2011 is known. This indicates that the PI never sent up to date information regarding their financial record to Kennisbank Filantropie. In short, the total of incomes in 2011 were €7.732 and total of expenses were unknown. Also the number of donors are unknown (Goededoelenreadtogrow, 2013).

### 3.5.3 Discourse

In contrary to the first three PIs, the information concerning the donor opinion and the Performance Prediction Scan is complete on the online Goede Doelen Monitor. Still, the donor opinion is not representative since it only includes one opinion and simply anyone could fill this in. Nevertheless, the Performance Prediction Scan gives an accurate indication of the chance that this PI contributes a high social performance. On transparency, the PI scores a three out of nine. On organisational level, the PI scores a seven out of eleven. On activity level, the organisation scores a five out of seven (Goededoelenreadtogrow, 2013).

## 3.6 Oxfam NOVIB

I chose to analyse this NGO because it is a Dutch NGO that is active in Laos and it is a famous NGO which means there is a lot of information to find on the organisation. Oxfam NOVIB is a Dutch development organisation with 312 employees and about 2000 volunteers, committed to a

just world without poverty. NOVIB is one of the seventeen affiliates of the Oxfam confederation, who together work with local partners in ninety-four countries (oxfamnovib, 2013).

### 3.6.1 Mission and Vision

Empowerment: the poor, oppressed and excluded can be helped to mobilise and organise to challenge unequal power relations and achieve social change;

Accountability: government, civil society organisations, the private sector and international institutions should take responsibility for their actions and be held to account;

Gender justice; sustainable social change depends on special attention to the position and rights of women, given their potentially pivotal role as agents of change (oxfamnovib, 2013).

### 3.6.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation. The online Goede Doelen Monitor shows that the NGO raises funds by means of 'structural' donors (Goededoelen, 2013). In 2012, their major source of income were the Dutch Ministry of Foreign Affairs (44.7 million), the Dutch public (27.7 million), the Dutch National Postcode Lottery (15.1 million) and institutional donors (35.4 million). Their funding from the Dutch Ministry comes to them as the leading party of the IMPACT Alliance, along with their partners Butterfly Works, the 1% Club, Somo, HIRDA and Fairfood (oxfamnovib, 2013). According to the Goede Doelen Monitor, the organisation has about 382178 donors in the Netherlands (goededoelen, 2013). According to the Goede Doelen Monitor, The total of incomes over the year 2011 were €129.318.000 and the money spent on reaching the goal €109.349.000. € 9.618.000 was spent of fundraising and €3.245.000 on administration. In overall, 84,6% of the annual income has been spent on reaching the goal (Goededoelenoxfam, 2013).

### 3.6.3 Discourse

The online profile of Oxfam NOVIB on the online Goede Doelen Monitor of Kennisbank Filantropie shows a high transparency compared to the earlier analysis of four PIs on the online platform. The donor opinion of 11 persons is representative and public opinion gives an average of 6.6 on a scale of 10. The Performance Prediction Scan is complete. On transparency, Oxfam Novib scores a nine out of nine. On organisation level, the NGO scores eleven out of eleven. On activity level, the NGO scores seventeen out of twenty one (Goededoelenoxfam, 2013).

### 3.7 Plan Nederland

Plan Nederland is a non-governmental organisation that forms part of Plan International, an international development organisation without religious, political, or commercial goals that operates based on the UN Treaty for Rights of the child. They strive to create a world where boys and girls have the same rights and chances, without discrimination, so that all children can develop themselves. The organisation is active in fifty countries worldwide in Asia, Africa and South America including Laos (Plan, 2013). Plan Nederland has around 85 employees and 250 volunteers in the Netherlands. The focus of the organisation lies on the welfare of children, especially girls. The organisation cooperates with Partos, VFI, Fondsen.org, Geefgratis.

#### 3.7.1 Mission and Vision

Plan Nederland's vision of Girls first especially pays attention to girls in all of the projects. They strive to create a world where boys and girls have the same rights and chances, without discrimination, so that all children can develop themselves. The focus lies on the welfare of children, especially girls. This, because educated girls can make a great contribution to economic welfare and create better opportunities for their children in the future.

#### 3.7.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation. The online Goede Doelen Monitor shows that the NGO raises funds by means of; child donor, project donor, campaigns, door to door, corporate partners, subsidy (Goededoelen, 2013). Where most funds arise from is unknown. According to the Goede Doelen Monitor, the organisation has about 112278 donors in the Netherlands (goededoelenplan, 2013).

According to the Goede Doelen Monitor, The total of incomes over the year 2012 were € 47.892.000 and the money spent on reaching the goal €42.661.00. In overall, 89,1% of the annual income has been spent on reaching the goal. €3.312.000 was spent of fundraising and €1.977.000 on administration (Goededoelenplan, 2013). With more than 100.000 donors, Plan Nederland raises fund for implementing its own projects and projects of the mother-sister organisation.

#### 3.7.3 Discourse

Plan Nederland shows a high transparency on the online Goede Doelen Monitor of Kennisbank Filantropie as does Oxfam NOVIB. The donor opinion of 29 persons is representative and public opinion gives an average of 7.6 on a scale of 10. The Performance Prediction Scan is complete. On

transparency, Plan Nederland scores an eight out of nine. On organisation level, the NGO scores five out of eleven. On activity level, the NGO scores six out of seven (goededoelenplan, 2013).

### 3.8 UNICEF

The United Nations Children's Fund is a United Nations Programme that provides long-term humanitarian and developmental assistance to children and mothers in developing countries. It is an Intergovernmental Organisation that is defined as a traditional second pillar organisation and thus is accountable to governments. UNICEF counts 83 employees and 3800 volunteers in the Netherlands and realises project in about 155 countries for clean water, health care, alimentation, education and the protection of children.

#### 3.8.1 Mission and Vision

UNICEF Netherlands contributes to the mission of UNICEF International as the power behind a world where all countries respect the rights of the child and live up to these rights. All activities are tested with the question what contribution they make to the mission.

#### 3.8.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation. The online Goede Doelen Monitor shows that the organisation raises funds by means of; member recruitment; private and company gifts, sales and legacies (Goededoelen, 2013). Most of the funds arise from governments and private gifts. According to the Goede Doelen Monitor, the organisation has about 449000 donors in the Netherlands (goededoelenunicef, 2013).

According to the Goede Doelen Monitor, The total of incomes over the year 2012 were € 70.455.000 and the money spent on reaching the goal € 57.578.000. € 8.962.000 was spent of fundraising and € 2.664.000 on administration. In overall, 81,7% of the annual income has been spent on reaching the goal (Goededoelenunicef, 2013).

#### 3.8.3 Discourse

Together with the other two traditional actors, UNICEF shows a high transparency on the online Goede Doelen Monitor of Kennisbank Filantropie. The donor opinion of 10 persons is representative and public opinion gives an average of 6.5 on a scale of 10. The Performance Prediction Scan shows that on transparency, Plan Nederland scores seven out of nine. On

organisation level, the NGO scores nine out of eleven. On activity level, the NGO scores sixteen out of twenty eight (Goededoelenunicef, 2013).

### 3.9 Stichting Wilde Ganzen

Stichting Wilde Ganzen is a Dutch NGO that supports disadvantaged people who make an effort to achieve a better future for their community. Their support is meant for small-scale and specific projects of, for and by the people themselves in developing countries and a number of Eastern European countries, without distinguishing between race, language, religion or orientation. Wilde Ganzen tries to achieve this aim by raising funds for the projects together with the Dutch partner. The organisation has about 26 employees and 10 volunteers in the Netherlands and counts 4885 donors (Goededoelenwildeganzen, 2013).

Every year, Wilde Ganzen supports 350-500 new projects all over the world. Wilde Ganzen only supports projects through the so called 'Dutch partners'. Dutch partners are, for example, schools and foundations in the Netherlands that raise funds for a development project. These partners are also known as private initiatives. Each project requires a private initiative in the Netherlands that makes an effort to raise the necessary funds for the project. Wilde Ganzen increases the funds raised by adding a bonus of 55% to the result of the campaign, after which the project can be executed. Through their donation, endowment or inheritance, the donors enable Wilde Ganzen to support hundreds of campaigns year after year (Wilde Ganzen, 2013).

#### 3.9.1 Mission and Vision

The mission of Wilde Ganzen is mobilise the maximum amount of means and people in both the Netherlands as well as development countries to fight poverty by supporting small-scale projects.

The organisation makes its vision clear on the web site, stating that there lies a big strength in specific small scale projects that have a direct impact on the lives of people in developing countries. Wilde Ganzen enables disadvantaged people with these projects to build a promising future (Wilde Ganzen, 2013).

The ownership of projects lies at the local level in the development countries. In other words, project owners and their target groups are responsible for the formulation and implementation of the projects. Wilde Ganzen considers it essential to challenge PIs and donors in the Netherlands to

contribute to this cause. The Millennium Development Goals are the guidelines for the activities (Wilde Ganzen, 2013).

### 3.9.2 Fundraising

The online Goede Doelen Monitor of Kennisbank Filantropie gives us in-depth information on the fundraising of the organisation. The online Goede Doelen Monitor shows that the organisation raises funds in the Netherlands, supporting Dutch Private Initiatives and their overseas partners, by means of; a weekly radio and television appeal through the Dutch inter-church broadcasting IKON ever since their formation in 1957; donor magazines, cross-media fundraising campaigns (Goededoelenwildeganzen, 2013). The organization promises to finance small scale development projects with the donations. The organization has partnerships with Partos, VFI, Partin, Fondsen.org, NGF. According to the Goede Doelen Monitor, the organisation has about 4885 donors in the Netherlands (goededoelenwildeganzen, 2013).

According to the Goede Doelen Monitor, The total of incomes over the year 2012 were € 16.611.988 and the money spent on reaching the goal €13.870.877. In overall, 83,5% of the annual income has been spent on reaching the goal. €1.302.996 was spent of fundraising and €673.941 on administration (Goededoelenwildeganzen, 2013).

### 3.9.3 Discourse

Together with the other three traditional actors, Wilde Ganzen shows a high transparency on the online Goede Doelen Monitor of Kennisbank Filantropie compared to the PIs. The donor opinion of 6 persons is representative and public opinion gives an average of 8.5 on a scale of 10.

The Performance Prediction Scan shows that on transparency, Wilde Ganzen scores eight out of nine. On organisation level, the NGO scores nine out of eleven. On activity level, the NGO scores six out of fourteen (Goededoelenunicef, 2013).

## 3.10 The role of the Dutch media in development discourse

The Dutch media also play an important role in the discourse on and about the new fourth pillar of development cooperation. In the discourse analysis of the three newspaper articles, I will mainly focus on textual analysis and stay superficial, since this textual analysis is only meant to strengthen my argument on the big influence that media have on the donor opinion. I will focus on the

lexicalisation, patterns of transitivity, the use of nominalisations, choice of modality or polarity, intertextual chain and ideology.

While analysing a text it is important to remember that it is never possible to read meaning directly off the verbal and visual text signs. I will focus on discussing the language structure in the three news articles in order to analyse the context that the participants act in and the interaction between the participants. The language structure includes the different processes, or types of verbs involved in the action; analysis of the mood (whether a sentence is a statement, question, or declaration) and modality (the degree of assertiveness in the exchange). The entry point is to analyse the first text which is 'Offering development aid yourself? Please do not! Written by de Volkskrant (appendix 6). After this analysis, I can look for intertextual chains in the other texts.

The writer often lexicalizes 'traditional development cooperation' in the text of de Volkskrant as 'development cooperation' and 'government'. 'Development cooperation' is stated as if there were no alternatives in development cooperation and the rest is excluded. This shows the inferiority of the private initiatives in the text. The new fourth pillar is often lexicalized in the text as 'civilian' or 'alternative'. Most texts are hybrids, which draw on more than one discourse (the discourse of private initiatives and of traditional development cooperation). This provides evidence for values in transition. Textual instantiations capture the clash of discourses and demonstrate ideological forces at work to produce a different hegemony. It shows existing discourses at work in society and the struggle of alternative discourses to emerge. In this case, we can compare the 'alternative' discourse with the lexicalization 'alternative' for private initiatives emerging. The participants involved are the newspaper (Dutch media), the reader and the Dutch government. Please notice that the reader is a passive participator in the discourse. Namely, the reader is not able to share his opinion through the media. In the news report, the writer has hegemony over the reader. 'The responsibility of development cooperation should not be transferred from government to civilian' stated in de Volkskrant is the event being described. In other words, private initiatives should not get the responsibility of acting in development cooperation in the Netherlands. Circumstances being described by the media are that 'private initiatives are not effective'. It is easy to show the power of good development cooperation discourse if one does a transitivity analysis.

When analysing patterns of transitivity, the focus here lies on how events and processes are connected (or not) with subjects and objects. With respect to transitivity, there is one element in de Volkskrant news report that contributes to the promotion of an impersonal relationship between the

newspaper and the reader: nominalisation. A transitivity table would not be appropriate here since the Dutch media describes statements made by the government as ‘according to the VVD’ or ‘according to the liberals’. The analysis is clear. The reader is not able to say anything. The reader is caught in a one-way conversation, at the receiving end of de Volkskrant’s speech. This leads me to hypothesise that the discourse of media hegemony continues to exist in the Netherlands as a resource that is available for text producers to draw on when they write.

The process of nominalisation turns verbs into nouns. In the text of de Volkskrant the normalisations used are ‘failure’; ‘development’; ‘affectivity’; ‘research’ and ‘efforts’. The frequent use of nominalisations creates a more academic, abstract result of the text. The frequent use of nominalisation makes a text more formal thus more representative.

When analysing the modality we can say that the mass media present interpretation as if they were fact by choosing objective modalities rather than subjective modalities. ‘Private initiatives are not effective’ instead of ‘we think that private initiatives are not effective’ shows this modality (de Volkskrant). This both reflects and reinforces their authority but it does not instantly mean that this is ‘truth’. In terms of the intertextual context, the Dutch media is an obvious place to find an intertextual chain or the ‘same’ text. “When analyzing an intertextual chain, one can see how structure and content are transformed, and can start to formulate a hypothesis about the kinds of production conditions to which the different versions are subject (Fairclough, 1995b: 77ff.). There is a great deal of intertextuality between the other two Dutch media texts and the one under discussion. In the media texts the verbal text stating that private initiatives are not effective is repeated. With that, the Dutch media stay loyal to traditional development cooperation.

When we analyse the power relations behind the text, the intertextual chain shows us the power struggle between traditional development cooperation and the fourth pillar of private initiatives: “should traditional development cooperation be seen as good development cooperation or the new fourth pillar of private initiatives?” In the relation between traditional development cooperation and the fourth pillar, traditional development exerts more power over the fourth pillar as the media in these texts seem to stay loyal to traditional development cooperation. As a result of this, the opinion of public support can be affected.

The ideology behind the text shows us that ‘media’ ideology attach importance to values such as high circulation, influence, and hence inequality. Ideological forces at work produce a different

hegemony. In this case, the media represent society basically in terms of a conflict between traditional development cooperation and the new fourth pillar of private initiatives, in which the identity, goals, values and positions of traditional development are seen to be threatened by the others. Different ideological perspectives engage in a kind of struggle in a media text. This also means that some ideas will have an advantage over others. In all three texts, the idea of traditional development cooperation has an advantage over private initiatives. When we talk about hegemony, the media is an institution that exercises leadership as they are sites where we produce and reproduce ways of thinking about society. Media produces images of the world that give events particular meanings. This process of giving meaning also suggests multiple definitions of reality. Multiple definitions of reality mean the existence of 'misrepresentations' of reality.

To conclude this chapter, I can state that the results of the Goede Doelen Meter and especially the Performance Prediction Scan show us that the order of organisations which the best chance of the contributing a high social performance is; 1.Oxfam NOVIB; 2. UNICEF; 3. Plan Nederland; 4. Wilde Ganzen; 5.; Read to Grow; 6. Friends of the Khong District Foundation;7. PURE! for Kids 8. Pijnackernaren helpen Armenie.

Together with the other three traditional actors, Wilde Ganzen shows a high transparency on the online Goede Doelen Monitor of Kennisbank Filantropie compared to the PIs. In short, the donor opinion average of Oxfam is 6.6, of Plan Nederland 7.6, UNICEF 6.5, and Wilde Ganzen 8.5. The difference with the PIs is that all traditional development organisations received a donor opinion while the PIs have not. This can either be argued by the in transparency of the PIs or by the high media attention on traditional development that reproduces power and influences the donor's choice for traditional development as can be confirmed in the analysis of subchapter 3.10 and as can be read in the news articles in appendix six, seven and eight of this project. Nevertheless, for an exact answer this must be researched further in into detailcan be investigated in another research. The Performance Prediction Scan of the Erasmus Centre for Strategic Philanthropy in cooperation with Kennisbank Filantropie shows us that traditional development cooperation has a better chance to contribute a high social performance than the new fourth pillar of Private Initiatives.

The next or last chapter formulates the conclusion where the central research question will be answered and the most important findings of the executed case study combined with the discourse analysis will be outlined.

## 4 Conclusion

In this part, the central research question is answered and the most important findings are outlined which answer the central research question of this advisory report:

*How does development discourse on good development cooperation affect the role of the new Private Initiatives, in particular Friends of the Khong District Foundation, in the development cooperation sector in the Netherlands?*

In our quest of finding the answer to what ‘good development cooperation’ is, analysis on all four pillars based on a case study of eight organisations (four PIs and four traditional development organisations) and discourse analysis indicates that traditional development cooperation has an advantage over the new fourth pillar.

We can take several conclusions based on the research:

- The Performance Prediction Scan of the Erasmus Centre for Strategic Philanthropy in cooperation with Kennisbank Filantropie shows that traditional development cooperation has a better chance to contribute a high social performance than the new fourth pillar of Private Initiatives.
- Private Initiatives are still in transparent compared to traditional development cooperation. This could impact the choice of donors not to make a donation to this organisation. This argument can be strengthened by the fact that all traditional development organisations received a donor opinion on the Goede Doelen Monitor while the PIs have not.
- The Dutch media play an important role in reproducing development discourse which affects the donor opinion. Dutch media seem to stay loyal to traditional development cooperation. The lack of a donor opinion for PIs on the Goede Doelen Monitor could be consequence of the big influence of the media.
- Researchers seem to stay loyal to traditional development cooperation as well.
- The analysis of Friends of the Khong District Foundation by means of the Performance Prediction Scan shows that the PI still lacks a solid complaints procedure, FKDF has not published the yearly report on its web site and has not published the identity of at least 3 board member on the web site. In addition the organisation did not sent the year report to the Kennisbank stating the financial record, set of goals and the budget.

As for the future of Private Initiatives in the Netherlands, it would be somewhat premature to say what is to become of them. The purpose of this analysis is to promote more egalitarian and more liberal discourses and thereby further democratization. With the results, other groups or persons may be able to use the research results to develop studies involving the discourse on and about the new fourth pillar and traditional development and what is to become of them.

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## List of Appendices

1. Finances of Friends of the Khong District Foundation
2. List of projects FKDF
3. Traditional regional players in Lao PDR
4. Long list of NPAs active in Lao PDR
5. Short list of NPAs active in Lao PDR in information matrix
6. Transcript of news article from de Volkskrant
7. Transcript of news article from Algemeen Dagblad
8. Transcript of news article from ANP

**Appendix 1***Finances of Friends of the Khong District Foundation*

	2010 €	2010 €	2009 €	2009 €
<b><u>GIFTS and CONTRIBUTIONS:</u></b>				
Private gifts	11.902		11.296	
Gifts institutions and companies	<u>19.860</u>		<u>20.029</u>	
Total:		31.762		31.325
<b><u>EXPENSES:</u></b>				
<u>Expenses in Laos</u>				
Capacity Building	1.233		361	
Health	0		0	
Education (schools)	11.504		21.232	
Water en Sanitary (toilets)	1.276		371	
Income generation	626		0	
Coaching- and advisory	3.365		1.473	
Travel- and accommodation	1.365		433	
Communication	392		320	
Other expenses	<u>399</u>		<u>585</u>	
		20.101		24.775
<u>Expenses in The Netherlands</u>				
Publications and website	1.106		481	
Administration	416		182	
Interest	-215		-153	
Other expenses	<u>180</u>		<u>158</u>	
		<u>1.487</u>		<u>668</u>
		<u>21.588</u>		<u>25.443</u>
<b><u>Gifts and contributions -/- expenses</u></b>		<b><u>10.174</u></b>		<b><u>5.882</u></b>

## Appendix 2

### *List of projects FKDF*

The foundation is established in 2002. Over the last years, the following projects have been realized:

#### **2002-2010**

- The reparation of 5 schools: wall repair –Thamouang school, roof repair of the Thakho school, 3 schools were built and 2 were finished;
- 47 tables and chairs were provided;
- 1 school library was built;
- 104 toilets have been built in different villages, of which 10 were toilets in schools;
- 265 reading books have been provided to Thakho School, 200 to another school;
- 5 water pumps have been built, of which 2 were for schools;
- 1 clinic has been built: Ban Nagasang Clinic was built with water, electricity, toilets, beds & cabinets, medicines and medical supplies. The District Health assigned three medical staff to work in the clinic. This clinic caters to 12 villages: Piangdi, Hat Khoay, Nagasang, Mai Sivilay, Set Savanh, Sen Home, Don Chon, Tamouang, Set Tau Lek, Thakho, Don Papheng, Veun Ngam;
- Rig training for 5 trainees conducted in partnership with DED;
- More medical equipments were hand over to the Ban Nagasang Clinic;
- DED donated a rig for drilling and materials for 6 water pumps;
- District Health agreed to check the quality standard of toilets and water pumps for free;
- 1 Studytrip for the KDC in the capital Vientiane;
- 7 trainings were given in project management;
- Tooth brush project: hand-out of tooth brushes at schools;

### Appendix 3

#### *Traditional regional players in Lao PDR*

When we focus on the environment obviously we need to take into account the traditional regional actors who influence the environment. Of course there are numerous players in the field. Therefore, we only state the name of the players that act on the national level or in the Champasack region in the Khong district since this is the environment that FKDF acts upon. The first pillar refers to the donor-agencies responsible for official development aid. Examples of first pillars agencies are USAID in the U.S., DfID in the U.K., SIDA and SDC in Sweden, Mekong Project Development Facility, Belgische Technische Cooperatie, Agence Francaise de Développement, Australian Agency for International Development, Japan International Cooperation Agency, German Agency for International Cooperation and DGIS (Netherlands Directorate-General for International Cooperation in the Netherlands).

The second pillar is formed by specialized multilateral organizations active in Lao PDR such as IMF, WHO, WFP, UNDP, UNV, ONODC, UNICEF, UNESCO, UN Women, Delegation of the European Commission, the Worldbank, Asian Development Bank or EuropAid (Directory of Development, 2011).

The third pillar refers to civilateral development agencies such as Non-Governmental organisations (NGOs). Of course there are plenty of NGOs active in the field but here we only distinguish between organizations that act on national level and regional level in the Lao PDR. This list of NGOs is provided by the Directory of NGOs (World Bank, 2012) which has been initiated by the NGO community and is partially funded by a small grant of the World Bank. The list includes only NGOs that are completely independent from IGOs and are situated and active in Lao PDR. According to iNGO Network (World Bank, 2012), the following NGOs are active as listed underneath.

#### **National level**

- Adventist Development and Relief Agency International
- Acting for Women in Distressing Situations (Laos)
- Austrian Red Cross
- Big Brother Mouse
- Cooperation International pour le Developpement et la Solidarité (CIDSE-Laos)

- Croix-Rouge Francaise
- CUSO-VSO Lao
- Health Frontiers
- Plan International Laos
- The Humpty Dumpty Institute
- WWF-Laos

**Regional level**

- Action with Lao Children
- Acting for Women in Distressing Situations (Laos)
- Aide et Action
- CUSO-VSO Lao
- HELVETAS Swiss intercooperation (HELVETAS Laos)
- Population Services International
- Power International
- Shanti Volunteer Association
- Village Focus International
- World Education in the Lao PDR
- WWF-Laos

## Appendix 4

### *Active private initiatives in Lao PDR: Long list of NPAs active in Lao PDR*

Looking back at the regional players of the traditional pillar influencing the environment, we also need to scope the active private initiatives or NPAs in the area. NPA is an abbreviation for Non-Profit Association which is not yet to be found on the internet. Joost Foppes, SNV World Consultant in Lao PDR, assured me during an interview that this is the denomination for a new type of organization active in Laos, most similar and comparable to a local type of organization with a national and/ or community-based scope (FKDF, internal communication, 2012). In addition, Joost Foppes provided me with a list entitled Lao CSOs Directory (The Learning House for Development, 2012), and referred to it as “the first directory of CSOs produced in Laos and the first Lao NGO” (FKDF, internal communication, 2012). By enquiring the Lao CSOs Directory I have found all new NPAs active in Lao PDR. These organizations are stated in the long list which can be found underneath. In addition to the long list I have determined and compiled a short list of NPAs active in Lao PDR based on common credos and values with Friends of the Khong District foundation which can be found in appendix four. This, because the chairman of FKDF, Adrie de Koning asked me to elaborate a list that gives a clear overview of NPAs active in Laos who can play a future role for our organization in terms of technical support or and alliance/ partnership.

The long list is already pre-filtered and includes only NPAs that are situated and active in Lao PDR. According to Lao CSO Directory (The Learning House for Development, 2012), the following NPAs are active as listed below.

### **Long List**

- Association for Community Training and Development (ACTD)
- Association of People Living with HIV/AIDS (APLHIV)
- Association for Poor People (APP)
- Association de Soutien au Développement des Sociétés (ADSDP)
- Clean Agriculture Development & Food Processing Association (CADPA)
- Community Association for Milizing Knowledge in Development (CAMKID)
- Community Development and Environment Association (CDEA)
- Community Knowledge Support Association (CKSA)
- Coalition for Lao Information, Communication and Knowledge (CLICK)

- Dongsavath Children and Youth Development Center (DC&YDC)
- Environment Conservations and Community Development Association (ECCDA)
- Fair Trade Laos (FTL)
- Green Community Development Association (GCDA)
- Gender and Development Association (GDA)
- Huam Jai Asasamak [United in Volunteer] (HJA)
- Hed Yu Tham Kin (HYTK)
- Lao Association of the Blind (LAB)
- Lao Association of Deaf (LAD)
- Lao Development & Cooperation Association (LADCA)
- Lao Association for Disadvantaged People (L.A.D.P)
- Lao Community Development Organization (Lao CDO)
- Lao Wildlife Conservation Association (LaoPHA)
- Lao Bar Association (LBA)
- Lao Biodiversity Association (LBA)
- Lao Bio-Diesel Research and Development Association (LBRDA)
- Lao Community Sustainable Development Promotion Association (LCSDPA)
- Lao Disabled People's Association (LDPA)
- Lao Handicraft Association (LHA)
- Learning House for Development (LHD)
- Lao Institute for Renewable Energy (LIRE)
- Lao Library Association (LLA)
- Labour and Professional Association (LPA)
- Life Skills Development Association (LSDA)
- Meaying Huam Jai Pattana (MHP)
- Non Profit Association for Rural Mobilization and Improvement (NORMAI)
- Our Village Association for Community Development (OVC)
- Participatory Development Training Center (PADETC)
- Poverty Reduction and Development Association (PORDEA)
- Rural Research and Development Promoting Knowledge Association (RRDPA)
- Sustainable Agriculture and Environment Development Association (SAEDA)
- Samakom Gounka Lao (SGL)
- Social Development Alliance Association (SODA)

- Vulnerable Youth Development Association (VYDA)
- Women's Rights Study Association (WRSA)
- Youth to Youth Peer Workers in Health Education and Development Association (YPHA)

## Appendix 5

### *Short list of NPAs active in Lao PDR in information matrix*

Based on the long list in appendix three, I have determined and compiled a short list of NPAs active in Lao PDR based on common credos and values with Friends of the Khong District foundation. This, because the chairman of FKDF, Adrie de Koning asked me to elaborate a list that gives a clear overview of NPAs active in Laos who can play a future role for our organization in terms of technical support or and alliance/ partnership. In terms of nonprofit management, I am focusing on cooperation in ways of: relationship building and project development in the healthcare and education sector. The cause of our search for cooperation with other private initiatives is our lack of expertise on many aspects in various fields of work, especially in the healthcare and education sector. The goal of cooperating with other NPAs is to exchange knowledge and experiences, to outsource projects and to facilitate and assist at our activities in Laos. In order to elaborate a short list, the long list is filtered again, but this time more accurate. The short list includes only NPAs that comply with the following criteria that are stated by the chairman of Friends of the Khong District, Adrie de Koning. The NPA:

- Must be active in the healthcare or education sector;
- Must still be active in Lao PDR;
- Must be secular (no religious affiliation nor interference with the local religion);
- Must facilitate in our projects;
- Must implement projects together, not only by financing the operation;
- Must be able to work on national level as well as community level with our local committee;
- Must be able to work with a short-term planning regarding the implementation of projects;
- Must be accessible in communication;

We are looking for technical co-operation on two sectors of our activities:

- Assistance at our activities in Laos in the healthcare sector;
- Assistance at our activities in Laos in the education sector;

## Short list

Please find listed underneath the filtered organizations.

- Association of People Living with HIV/AIDS (APLHIV)
- Association for Poor People (APP)
- Coalition for Lao Information, Communication and Knowledge (CLICK)
- Dongsavath Children and Youth Development Center (DC&YDC)
- Lao Development & Cooperation Association (LADCA)
- Lao Association for Disadvantaged People (L.A.D.P)
- Lao Community Development Organization (Lao CDO)
- Lao Biodiversity Association (LBA)
- Lao Library Association (LLA)
- Labour and Professional Association (LPA)
- Life Skills Development Association (LSDA)
- Meaying Huam Jai Pattana (MHP)
- Non Profit Association for Rural Mobilization and Improvement (NORMAI)
- Our Village Association for Community Development (OVC)
- Participatory Development Training Center (PADETC)
- Poverty Reduction and Development Association (PORDEA)
- Samakom Gounka Lao (SGL)
- Vulnerable Youth Development Association (VYDA)
- Youth to Youth Peer Workers in Health Education and Development Association (YPHA)



Name of the NPA	Contact Address	Contact Person/Mobile/Position	Active in Sectors	Active in Provinces
Association of People Living with HIV/AIDS (APLHIV)	Room No. 16&17, 377/35 Ban Naxay, Saphungmor Road, Xaysettha District, Vientiane Capital, Lao PDR. T/F: (+856)-(021) 454 445 E: infoInppplus@gmail.com W: <a href="http://www.lnppplus.com">www.lnppplus.com</a>	Mr. Panthamith Sengpanya (Coordinator) M: (+856)-(020) 9849 9800 E: coordinationlnppplus@gmail.com	<ul style="list-style-type: none"> <li>• Health;</li> <li>• Social;</li> <li>• Economic;</li> <li>• Education;</li> </ul>	- All provinces
Association for Poor People (APP)	Unit 10, Ban Savang, Chanthabouly District, Vientiane Capital, Lao PDR.	Mr. Bounkhong Phasiborliboun (Director) M: (+856)-(020) 5691 3011 E: <a href="mailto:boonkhongapp@yahoo.com">boonkhongapp@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Health;</li> <li>• Education;</li> <li>• Environment and forest protection;</li> <li>• Cultural and social Conservation;</li> </ul>	- Bolikhamxay
Coalition for Lao Information, Communication and Knowledge (CLICK)	Room No.18. 377/35 Ban Naxay, Saphangmor Road, Xaysettha District, Vientiane Capital, Lao PDR. T/F: (+856)-(021) 454 618, 030 9801036 E: marketing@clicklaos.org W: www.clicklaos.org	Mr. Phouthasinh Phimmachanh (Programme Coordinator) M: (+856)-(020) 5561 1716 E: <a href="mailto:phouthasinh@yahoo.com">phouthasinh@yahoo.com</a>  Miss. Hongkham Chanpaseuth (Acting Office Manager) M: (+856)-(020) 9996 2400 E: <a href="mailto:hongkham99@yahoo.com">hongkham99@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Knowledge;</li> </ul>	- Vientiane Cap. - Xiengkhuang
Dongsavath Children and Youth Development	Room No.T4, Xaysettha St., Ban Dongsavath , Sisatanark District, Vientiane Capital, Lao PDR. E:dongsavathcenter@hotmail.com	Mr. Phonsay Inthaleuxay (Director) M: (+856)-(020) 5562 2203 E: <a href="mailto:inthaleusayaek@yahoo.com">inthaleusayaek@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Education;</li> </ul>	- Vientiane Cap.

Center (DC&YDC)				
Lao Development & Cooperation Association (LADCA)	462/01 Ban Phonsavan, Kaysonphomvihan District, P.O. Box: 724, Savannakhet Province, Lao PDR. T: (+856)-(041) 214 746 E: <a href="mailto:ladca2005@yahoo.com">ladca2005@yahoo.com</a>	Mr. Phou Khounphia (Director) M: (+856)-(020) 2241 1189, 5570 0987 E: <a href="mailto:khounphia@hotmail.com">khounphia@hotmail.com</a>	<ul style="list-style-type: none"> <li>• Agriculture;</li> <li>• Livelihood;</li> <li>• Education;</li> <li>• Environment;</li> </ul>	<ul style="list-style-type: none"> <li>- Savannakhet</li> </ul>
Lao Association for Disadvantaged People (L.A.D.P)	389/42 Ban Phonetong- Chommany, Phonetong-Nongtha Road, Chanthabouly District, Vientiane Capital, Lao PDR. T: (+856)-(021) 252 552 F: (+856)-(021) 562 128	Dr. Kaykeo Inthavongsa (Director) M: (+856)-(020) 5511 2220 E: <a href="mailto:blkaykeoin@yahoo.com">blkaykeoin@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Health;</li> <li>• Education;</li> <li>• Social &amp; Economic;</li> </ul>	<ul style="list-style-type: none"> <li>- Vientiane Cap.</li> <li>- Vientiane</li> <li>- Saravan</li> <li>- Champasack</li> <li>- Savannakhet</li> </ul>
Lao Community Development Association (Lao CDO)	204/17 Ban Nasiew, 13th North Road, Naxaythong District, Vientiane Capital, Lao PDR.	Mr. Cher Her (Acting Coordinator) M: (+856)-(020) 5587 3874 E: <a href="mailto:cherher1978@yahoo.com">cherher1978@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Capacity building;</li> <li>• Integrated development (Education, Health, Agriculture, Forest, Environment);</li> </ul>	<ul style="list-style-type: none"> <li>- Vientiane Cap.</li> <li>- Vientiane</li> <li>- Luangprabang</li> </ul>
Lao Biodiversity Association (LBA)	100 Building, Ban Nahaideaw, Chanthabouly District, Vientiane Capital, Lao PDR. T/F: (+856)-(021) 251 665 E: <a href="mailto:info@laobiodiversity.org">info@laobiodiversity.org</a> W: <a href="http://www.laobiodiversity.org">www.laobiodiversity.org</a>	Mr. Houmphanh Rattanavong (President) M: (+856)-(020) 5563 7187 E: <a href="mailto:houmphanhrattanavong@gmail.com">houmphanhrattanavong@gmail.com</a>  Ms. Khambang Thippavong M: (+856)-(020) 2222 7595 E: <a href="mailto:thippavongbang@gmail.com">thippavongbang@gmail.com</a>	<ul style="list-style-type: none"> <li>• Livelihood;</li> <li>• Forest;</li> <li>• Conservation;</li> <li>• Environment &amp; climate change</li> <li>• Health;</li> </ul>	<ul style="list-style-type: none"> <li>- Phongsaly</li> <li>- Saiyabouly</li> <li>- Luangprabang</li> <li>- Champasack</li> <li>- Xekong</li> </ul>

Lao Library Association (LLA)	Vientiane Capital, Lao PDR. T: (+856)-(021) 251 405, 213 029 M: (+856)-(020) 5560 5605	Mrs. Khanthamaly Yangnouvong (Deputy Director) M: (+856)-(020) 2220 3499 E: yangno2005@yahoo.com	<ul style="list-style-type: none"> <li>• Education;</li> </ul>	- Vientiane Cap.
Labour and Professional Association (LPA)	House No.: 9-10, Unit: 66/10, Ban Thapalanxay, Thadeua Km4 Road, Sisattanak District, Vientiane Capital, Lao PDR. T: (+856)-(021) 314 954-5 F: (+856)-(021) 315 908 E: ot@voci.la; laoconsult@gmail.com; W: lpalao.la	Mr. Ousavanh Thiengthepvongsa (President) M: (+856)-(020) 5551 1770 E: ousavanh.th@lpalao.la	<ul style="list-style-type: none"> <li>• General Education;</li> <li>• Vocational training;</li> <li>• Skilled worker;</li> </ul>	- All provinces
Life Skills Development Association (LSDA)	155/10 Ban Nongsangchanh, Xaythany District, P.O. box: DD 102, Vientiane Capital, Lao PDR. T/F: (+856)-(021) 770 787	Mr. Phoxay Chanthavongsa (President) M: (+856)-(020) 5540 5203 E: <a href="mailto:phoxay_lsda@yahoo.com">phoxay_lsda@yahoo.com</a>  Mr. Lang Sengdala (Deputy President) M: (+856)-(020) 5499 6665 E: lang_sdl@yahoo.com	<ul style="list-style-type: none"> <li>• Education;</li> </ul>	- All provinces
Meaying Huam Jai Pattana (MHP)	Huayxay District, P.O. Box: 261, Borkeo Province, Lao PDR. T: (+856)-(084) 212 093 F: (+856)-(084) 212 273	Ms. Vansy Senyavong (Director) M: (+856)-(020) 5561 4974 E: senyavongvansy@yahoo.com Ms. Khauevanh Phommatham (Deputy Director) M: (+856)-(020) 5578 3819 E: <a href="mailto:kheua_vanh@yahoo.com">kheua_vanh@yahoo.com</a>	<ul style="list-style-type: none"> <li>• Ethnic Women</li> <li>• Leadership;</li> <li>• Women &amp; Empowerment;</li> <li>• Food Security;</li> <li>• Nutrition;</li> <li>• Income generation;</li> <li>• Adult Education;</li> </ul>	- Bokeo

Non Profit Association for Rural Mobilization and Improvement (NORMAI)	<p><b>Savannakhet office:</b> Ban Nalao, Kaysone-Phomvihane District, P.O. Box: 1133, Savannakhet Province, Lao PDR.          T: (+856)-(041) 215 017          F: (+856)-(041) 260 191          M: (+856)-(020) 2333 5685, 5582 2359          E: normai@laoT.com          W: www.normai.org</p> <p><b>Vientiane office:</b> Room No.13, 377/35, Ban Naxay, Saphungmor Road, Xaysettha District, Vientiane Capital, Lao PDR.</p>	<p>Mr. Amphone Souvannalath (Director)          M: (+856)-(020) 2333 5685, 5582 2359          E:amphone.souvannalath@gmail.com</p>	<ul style="list-style-type: none"> <li>• Community Strengthening;</li> <li>• Sustainable Agriculture;</li> <li>• Sustainable Natural Resource Management;</li> <li>• Primary Healthcare;</li> <li>• Education;</li> <li>• Saving Group;</li> <li>• Community Development Fund;</li> <li>• Income Generation;</li> </ul>	<ul style="list-style-type: none"> <li>- Khammuane</li> <li>- Savannakhet</li> </ul>
Our Village Association for Community Development (OVC)	<p><b>Vientiane office:</b> 207/14, Ban Phonesavanh-Neua, Sisathanak District, P.O Box: 4697, Vientiane Capital, Lao PDR.          T: (+856)-(021) 312 519          F: (+856)-(021) 315 841          E: ovclao.info@gmail.com</p> <p><b>Saravan sub-office:</b> Unit: 05, Ban Nakokpho, Saravan District, Saravan Province, Lao PDR.          T/F: (+856)-(034) 211 038</p>	<p>Ms. Boualaphet Chounthavong (Programme Director)          M: (+856)-(020) 5555 5178          E: nong.nong.ova@gmail.com</p> <p>Ms. Chanthala Boutthavong (Project manager)          M: (+856)-(020) 5550 7378          E: <a href="mailto:Nyaiaboutthavong@yahoo.com">Nyaiaboutthavong@yahoo.com</a></p>	<ul style="list-style-type: none"> <li>• Education;</li> <li>• Agriculture;</li> <li>• Health;</li> <li>• Women;</li> </ul>	<ul style="list-style-type: none"> <li>- Saravan</li> </ul>
Participatory	180 Ban Nakham, Sikhotabong District, P.O. Box 2147,	<p>Mr. Sombath Somphone (President)          E: sombath@padetc.org</p>	<ul style="list-style-type: none"> <li>• Education (Capacity</li> </ul>	<ul style="list-style-type: none"> <li>- All provinces</li> </ul>

Development Training Center (PADETC)	Vientiane Capital, Lao PDR. T/F: (+856)-(021) 219 130 E: padetc@padetc.org; sombath@padetc.org; khamphoui@padetc.org W: <a href="http://www.padetc.org">www.padetc.org</a>	Mr. Khamphoui Saythalath (Vice President) E: khamphoui@padetc.org	building); • Organic Agriculture; • Handicraft; • Environment; • Social-Economic;	
Poverty Reduction and Development Association (PORDEA)	P.O. Box: 7769, Vientiane Capital, Lao PDR T: (+856)-(030) 982 743 E: info@pordea.org; pordea@gmail.com W: <a href="http://www.pordea.org">www.pordea.org</a>	Mr. Bounkong Phetmeungneua E: b.phetmeungneua@hotmail.com	• Health; • Agriculture; • Environment; • Education; • Networking; • Youth & Volunteer Development;	- All provinces
Samakom Gounka Lao (SGL)	099/11 Ban Sisavath, Chanthabouly District, Vientiane Capital, Lao PDR. T: (+856)-(021) 263 139, 263 786 M: (+856)-(020) 5551 1203, 2221 2855 E: <a href="mailto:sgllao@gmail.com">sgllao@gmail.com</a>	Ms. Keomanivone Phalikhanh (President) M: (+856)-(020) 552 6248 E: phalikhanh@yahoo.com Mr. Bounkhong Chalernsouk (Secretary) M: (+856)-(020) 5510 1542 E: <a href="mailto:ingstrife@gmail.com">ingstrife@gmail.com</a>	• Education; • Culture; • Environment;	- All provinces
Vulnerable Youth Development Association (VYDA)	Ban None Sengchanh, Xaythany District, P.O. Box: DD073, Vientiane Capital, Lao PDR. T: (+856)-(021) 771 399	Ms. Phannaly Thepphavongsa (President) M: (+856)-(020) 2244 4898 E: phannaly@gmail.com	• Education (To improve children rights for development and Survival);	- Vientiane Cap.

Youth to Youth Peer Workers in Health Education and Development Association (YPHA)	209, Ban Dongdok, Xaythany District, Vientiane Capital, Lao PDR.	Mr. Ketsoda Phanthavong (Director) M: (+856)-(020) 5549 7437 E: ket_ptv@yahoo.com	<ul style="list-style-type: none"><li>• Health;</li><li>• Education;</li><li>• Environment;</li></ul>	<ul style="list-style-type: none"><li>- Vientiane Cap.</li><li>- Bolikhamxay</li><li>- General all Provinces</li></ul>
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## Appendix 6

Transcript of news article from de Volkskrant

de Volkskrant

20 juni 2012 woensdag

Zelf ontwikkelingshulp bieden? Niet doen!

**SECTION:** Opinie en Debat; Blz. 29

**LENGTH:** 618 woorden

**ONTWIKKELINGSHULP** De verantwoordelijkheid voor ontwikkelingshulp moet niet worden overgedragen van overheid naar burger. Particuliere initiatieven zijn niet effectief en leveren geen duurzame bijdrage aan het oplossen van het armoedeprobleem.

Met de verkiezingen in aantocht was het een kwestie van wachten voordat de VVD haar bezuinigingsplannen voor ontwikkelingssamenwerking zou herbevestigen (Opinie & Debat, 16 juni). De liberalen laten weten dat OS een forse bijdrage kan leveren aan de 'saldoverbeterende maatregelen' zoals topambtenaren de benodigde miljardenbezuinigingen noemen.

De argumenten daarvoor draaien vooral rond de stelling dat ontwikkelingshulp niet effectief is. Sterker nog: volgens de VVD heeft die hulp vooral veel dramatische mislukkingen opgeleverd. Belangrijker dan dergelijke niet hard te maken stellingen is dat de VVD ontwikkelingshulp niet ziet als een kerntaak van de Nederlandse overheid, maar van de burger; van u en mij dus. Aan de ondertussen welbekende uitspraak dat we als burger veiligheid zelf in de hand hebben voegt men dus nu toe 'ontwikkeling heb je zelf in de hand'. De burger als het beste alternatief voor de overheid.

Zoals wel vaker loopt de werkelijkheid voor op politieke stellingnames. Zo geeft driekwart van de Nederlanders in een recent onderzoek van de Nationale Commissie voor Internationale Samenwerking in Duurzame Ontwikkeling (NCDO) aan dat ze een persoonlijke bijdrage leveren aan ontwikkelingssamenwerking. Bij het gros daarvan gaat het vooral om het doneren van goederen en geld. Het is echter onduidelijk of doneren wel past in het idee van het zelf in de hand nemen van ontwikkeling.

Die onduidelijkheid is er niet bij het zelf opzetten en financieren van een ontwikkelingsproject in ontwikkelingslanden. En dergelijke particuliere initiatieven zijn er veel. Op de website van het Centrum voor Internationale Samenwerking (COS) prijken alleen al voor Nijmegen 73 van dergelijke initiatieven. En de verwachting is dat het er in werkelijkheid beduidend meer zijn. Voor geheel Nederland wordt het aantal van deze zogenaemde Particuliere Initiatieven geschat op zeker 5.000. Allemaal gerund door

mensen die om verschillende redenen op een bepaald moment het besluit nemen om het zelf te gaan doen, om hun eigen ontwikkelingsorganisatie op te zetten en zelf een bijdrage te leveren aan het oplossen van de ontwikkelingsproblemen in het zuiden.

De VVD wordt dus op haar wenken bediend. Maar de belangrijkste vraag hoe effectief zijn die Particuliere Initiatieven? wordt niet beantwoord noch gesteld. En dat is wel erg gemakzuchtig. Je kunt de hulp door de overheid niet aan de kant schuiven vanwege een gebrek aan effectiviteit en vervolgens geen interesse tonen in de effectiviteit van het door jou naar voren geschoven alternatief.

Het zou de liberalen sieren eens kennis te nemen van het toenemend aantal onderzoeken rond Particuliere Initiatieven. Onderzoeken die soms forse kritiek uiten op de hulp die al die Nederlanders met de beste bedoelingen bieden en waarvoor ze veel inspanningen leveren.

Die inspanningen zijn niet per se effectief noch leveren ze een fundamentele, laat staan duurzame, bijdrage aan het oplossen van het armoedeprobleem. De burger naar voren schuiven als alternatief voor ontwikkelingssamenwerking door de overheid is daarmee een goedkope, maar erg doorzichtige truc. Maar ja, het is verkiezingstijd...

Op woensdag 20 juni vindt er in LUX te Nijmegen een debat plaats onder de titel 'My Own NGO'. Heeft een kleine aanpak de toekomst voor ontwikkelingssamenwerking? Aanvang 20.00 uur / toegang gratis / kaarten via [www.luxnijmegen.nl](http://www.luxnijmegen.nl) of aan de kassa van LUX.

LAU SCHULPEN is onderzoeker bij het CIDIN van de Radboud Universiteit

**Appendix 7**

Transcript of news article from Algemeen Dagblad

AD/Algemeen Dagblad

18 september 2010 zaterdag

Een groeiend aantal mensen stort zich individueel op goede doelen in ontwikkelingslanden

**SECTION:** ALGEMEEN DAGBLAD - WEEKEINDE; Blz. 12

**LENGTH:** 1561 woorden

Nu de politiek gaat bezuinigen, wordt ontwikkelingshulp wellicht nog meer een zaak van de burgers. Het aantal Nederlanders met een eigen goed doel groeit. Tekst en foto's: Matthijs Meeuwse

Het begon met een flesje zonnebrandcrème. Het is 2002 en geneeskundestudent Nienke Sonneveld werkt in een ziekenhuis in Malawi als ze bevriend raakt met verpleegster Joyce. Joyce is een albino en omdat ze weinig tot geen pigment aanmaakt een aandoening die in Afrika relatief veel voorkomt verbrandt de felle zon dagelijks haar huid. Totdat Sonneveld haar een flacon zonnebrandcrème geeft en de pijnlijke brandwonden en blaren snel verdwijnen. Eenmaal weer in Nederland worden bij vrienden en familie flessen crème losgepeuterd en zo gaat het balletje rollen. „Het is een beetje uit de hand gelopen, lacht Sonneveld. „In 2004 werden we officieel Stichting Afrikaanse Albino's en voor ik het wist, hielpen we 2500 mensen in tien Afrikaanse landen. Afgelopen jaar hebben we 15.772 flessen zonnebrandcrème verscheept.

Het verhaal van Sonneveld staat niet op zichzelf. Officiële cijfers ontbreken, maar volgens Paul Hoebink, bijzonder hoogleraar Ontwikkelingssamenwerking aan de Radboud Universiteit, telt Nederland een groeiend aantal van zes- tot zevenduizend (groepjes) individuen die op het moment in de weer zijn met een ontwikkelingsproject in het buitenland. Hoebink: „Meer en meer vakantiegangers verlaten de Costa's om op trektocht te gaan in de binnenlanden van Afrika en Azië. Op zo'n reis worden ze getroffen door de aanblik van armoede: een krakkemikkerig schooltje, een ziekenhuis zonder goede apparatuur. Vroeger zouden ze een giro invullen, maar door al het gereis groeit de behoefte aan direct contact. Bovendien voelen ze vaak onmiddellijk de drang om de schop in de grond te zetten en het verschil te maken. Dat is typisch Nederlands. In andere landen zijn ook wel particuliere initiatieven in de ontwikkelingshulp, maar nergens is het fenomeen zo groot als hier.

„Wij hebben eerst gekeken of de traditionele hulporganisaties projecten voor albino's hadden, vertelt Sonneveld, inmiddels arts. „Maar die waren er gewoonweg niet. Als je

als grote organisatie een project opzet voor duizenden dorpingen, kan ik me best voorstellen dat je prioriteit niet ligt bij die tien albino's. Kleinschalige projecten als de onze hebben wel oog voor dit soort vergeten groepjes.

„Ik heb zeer veel respect voor het engagement van deze doe-het-zelvers, zegt hoogleraar Hoebink. „Het zijn misschien druppeltjes op een gloeiende plaat, maar elke druppeltje helpt. Aan de andere kant moeten ze niet te romantisch denken over het resultaat. Als je de wereld daadwerkelijk wilt verbeteren, kom je toch echt bij de grote goede doelen uit. Structurele oplossingen als vaccinatiecampagnes of wegen aanleggen kun je gewoon niet realiseren als particulier.

„De grote hulporganisaties zijn altijd maar bezig met structurele oplossingen, verzucht Maurice Eykman, die tien jaar geleden haar eigen goede doel begon, de Moments of Joy Foundation. „Natuurlijk zijn structurele oplossingen noodzakelijk, maar op sommige momenten kan een klein moment van geluk, hoop of ontspanning veel belangrijker zijn. Als jij in een katholiek weeshuis in de Filipijnen de communie moet doen in een afgetrapte broek terwijl alle andere kinderen in uikertaartjurken lopen, dan kan nieuwe kleding wel eens veel belangrijker zijn dan een nieuw schooldak. Volgens de grote organisaties zet dat geen zoden aan de dijk, maar voor die individuen maakt het een gigantisch verschil.

Eykman, die een communicatiebureau runt, blikt terug op hoe het begon. „Ik hoorde overal van mensen die vrijwilligerswerk deden in het buitenland, vertelt ze. „Vaak waren dat heel goede initiatiefjes; klein, maar nuttig en vooral makkelijk realiseerbaar. Er is een jeep nodig in Togo, een weeshuisje in Brazilië wil drie computers. Het is niet zo dat ik met een grote zak geld rondliep, ik had simpelweg het gevoel dat ik ook iets moest doen voor de wereld. Noem het idealisme.

Inmiddels helpt ze kleinschalige ontwikkelingsprojecten in 22 landen en werkt ze minstens anderhalve dag per week voor haar stichting. Eykman: „Het is allemaal veel groter geworden dan ik in eerste instantie voor ogen had. Maar het is ook zulk verslavend leuk werk. Dan zit je weer om 11 uur 's avonds met Bolivia te mailen... Heerlijk.

Hoewel de professionalisering toeneemt, gaat het volgens hoogleraar Hoebink voor een groot deel toch om amateurs in een wereld van professionele ontwikkelingshulp. „Ontwikkelingswerk is voor grote organisaties al niet makkelijk, laat staan voor amateurs. De valkuilen zijn talrijk. Fraude en corruptie bijvoorbeeld; in ontwikkelingslanden dreigt al gauw het gevaar dat geld weglekt.

Ook Eykman twijfelt aan de deskundigheid van sommige particuliere initiatieven. „Dat je even ergens op vakantie bent geweest, betekent niet dat je ook meteen weet wat zinvol is voor de mensen daar. Je moet niet zelf verzinnen wat nodig is, maar in zo'n gemeenschap vragen waar behoefte aan is. Ik hoorde laatst van een Afrikaans dorp waar de vrouwen kilometers moest lopen om water te halen. Een westerling vond dat zielig en groef een waterput in het dorp. Mooi toch? Nee, niet volgens de vrouwen. De

watertocht had een belangrijke sociale functie. Ze konden roddelen en waren even lekker onder het juk van de mannen vandaan.

„Natuurlijk is het een reëel gevaar dat doe-het-zelvers expertise missen, erkent ook Nienke Sonneveld, van Stichting Afrikaanse Albino's. „Als ik terugkijk, beseft ik ook niet waar ik aan begon. Ik was een studente geneeskunde; ik wist niks van public relations, management of logistiek. Maar dat betekent niet dat je als amateur niet kunt slagen. Je moet advies vragen, bijleren of mensen binnenhalen die wel die bepaalde kennis hebben.

Kleinschalige particuliere initiatieven hebben volgens de twee vrouwen overigens ook voordelen ten opzichte van de grote clubs. Sonneveld: „Je kunt heel direct een verschil maken. Eén computer of één fles zonnebrand en iemands leven is al beter. Bovendien blijft niets aan de strijkstok hangen en kun je donateurs heel concreet melden wat er met hun geld gebeurt.

„Bij grote goededoelenorganisaties zijn de resultaten vaak heel onduidelijk, vindt Eykman. „Zij ondersteunen bijvoorbeeld het democratiseringsproces in een land; wij kopen een graanmolentje voor vijf Peruaanse vrouwen. Beide zijn nodig, maar wij kunnen op de cent nauwkeurig laten zien wat het nut van een donatie is geweest. Bovendien hebben particulieren vaak simpele onorthodoxe oplossingen die er bij grote organisaties niet doorheen komen. Natuurlijk zijn sportmaterialen niet direct noodzakelijk voor de fysieke overleving van de straatjongeren in Bulawayo, maar ze kunnen wel cruciaal zijn voor het geestelijk welzijn.

Buiten onorthodoxe oplossingen, vertoont de wereld van particuliere ontwikkelingshulp ook veel onorthodoxe gezichten. Een clubje blinden helpt vanaf een zolderkamertje hun lotgenoten in Burundi, een volleybalteam richt een stichting op voor een kliniek in Ecuador. Jeroen Platteschorre is docent en locatiedirecteur van De Hoge Brug, een school voor kinderen met een verstandelijke beperking in Rotterdam. „We wilden onze leerlingen laten zien dat de wereld groter is dan hun kleine vertrouwde omgeving. Dan kun je een themaweek opzetten over ontwikkelingswerk, maar het is tegenwoordig doodnormaal dat jongeren naar Afrika gaan om zelf de handen uit de mouwen te steken. Waarom zouden onze leerlingen dat ook niet kunnen doen?

Dus vlogen elf jongeren en een handvol docenten dit voorjaar, na een jaar van voorbereiding, naar Gambia om een kleuterschool uit de grond te stampen in het gehucht Kajabang. Water hozen uit een kreek met krokodillen, van zand en water modderstenen maken en vervolgens steen voor steen een school opbouwen in het rode zand. Daarnaast klusten de jongeren houten schoolmeubilair in elkaar en halen ze geld op waarmee ze vijf jaar lang de studiekosten van zes Gambiaanse leeftijdsgenoten betalen.

Platteschorre: „We hadden het geld ook aan Unicef kunnen overmaken, maar dan heb je geen idee wat ermee wordt gedaan. Er gaat geld naar directeurs, reclamebureaus, boekhouders en het bedrag wat overblijft kan zomaar worden besteed aan trucks die vervolgens staan weg te roesten in de Sahara. Bovendien bestond een project als dit

simpelweg niet bij de grote organisaties. Wij wilden niet alleen helpen met het bereiken van het VN-doel dat in 2015 ieder kind naar school kan, maar ook laten zien dat jongeren met een verstandelijke beperking een waardevolle bijdrage kunnen leveren aan de samenleving. Het zijn twee vliegen in één klap.

Nu de eerste reis een groot succes is gebleken, wordt nagedacht hoe het project een vervolg kan krijgen in een officiële stichting. „Wie weet waar het naar toe zal gaan, zegt Platteschorre. „Misschien bouwen autistische jongeren over vijf jaar ook wel scholen in Indonesië. Het zal misschien niet makkelijk zijn, maar we zijn niet bang om wat grenzen te verleggen en we geloven gewoon in deze kleinschalige aanpak. n

Een groeiend aantal mensen stort zich individueel op goede doelen in ontwikkelingslanden

Een school in Gambia dankzij Ivo uit Holland

Dat je ergens op vakantie bent geweest, betekent niet dat je ook meteen weet wat zinvol is voor de mensen in dat land.

**Appendix 8**

Transcript of news article from ANP

Algemeen Nederlands Persbureau ANP

January 21, 2010 Thursday 2:37 PM

'Particuliere initiatieven niet verstandig' (3)

**BYLINE:** ROBERT VERKERK**SECTION:** BINNENLAND**LENGTH:** 374 words

HAITI

Nieuw bericht, meer informatie

NIJMEGEN (ANP) - Wie op dit moment echt iets wil betekenen voor de slachtoffers in Haïti, kan zijn geld beter storten op giro 555. Dat zegt Lau Schulpen, universitair docent ontwikkelingsstudies: „Niemand zit nu te wachten op een toevloed aan particuliere initiatieven."

Schulpen verrichte eerder een studie naar particuliere initiatieven en de soort projecten. Hij bekeek in welke mate ze tegemoetkomen aan de eisen die in de regel worden gesteld aan de uitvoering van ontwikkelingsprojecten. De docent vindt de situatie in Haïti zo rampzalig dat daar „absoluut professionele noodhulporganisaties nodig zijn". Die hebben volgens hem de ervaring die daar nu nodig is.

Hij hoopt niet dat allerlei particulieren naar Haïti afreizen om te gaan helpen, zoals na de tsunamiramp. „Destijds zijn vanuit Nederland honderden initiatieven ontplooid in het rampgebied. De kans is nu wat kleiner dat particulieren wederom die kans krijgen, omdat je Haïti niet zo makkelijk in komt. Dat is maar goed ook, want ze gaan de hulpverleners alleen maar voor de voeten lopen."

Hij wijst op de concurrentie onderling, „ook al mag je dat woord nu eigenlijk niet gebruiken, maar die is er nu eenmaal wel". De Amerikanen hebben het vliegveld geconfisqueerd, waardoor andere hulpverleners zoals de Nederlanders pas drie dagen later konden landen. „Dan probeer ik me voor te stellen dat er nog een horde particulieren aankomt om te helpen??"

Dat er bij professionele hulporganisaties geld aan de strijkstok zou blijven hangen, vindt Schulpen onterecht. „Dat woord komt me een beetje de strot uit." Professionele hulp kost volgens hem nu eenmaal heel veel geld.

„Een reddingsteam moet wel worden betaald. Dat zijn gewoon operationele kosten. Daar gaat veel geld in om en dat is maar goed ook. Anders kunnen ze niets doen.”

De docent vindt het jammer dat particuliere organisaties soms adverteren met de mededeling dat 100 procent van de financiële steun direct aankomt. Hij kan dat maar moeilijk geloven. „Dan betalen ze tickets en andere kosten misschien uit eigen zak, maar dat zijn natuurlijk wel gewoon kosten. We kunnen van de hulpverleners moeilijk verlangen dat ze geen salaris krijgen en de tickets zelf betalen.”

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